

UNIT-I**INTRODUCTION TO MANAGERIAL ECONOMICS**

Imagine for a while that you have finished your studies and have joined as an engineer in a manufacturing organization. What do you do there? You plan to produce maximum quantity of goods of a given quality at a reasonable cost. On the other hand, if you are a sale manager, you have to sell a maximum amount of goods with minimum advertisement costs. In other words, you want to minimize your costs and maximize your returns and by doing so, you are practicing the principles of managerial economics.

Managers, in their day-to-day activities, are always confronted with several issues such as how much quantity is to be supplied; at what price; should the product be made internally; or whether it should be bought from outside; how much quantity is to be produced to make a given amount of profit and so on. Managerial economics provides us a basic insight into seeking solutions for managerial problems.

Managerial economics, as the name itself implies, is an offshoot of two distinct disciplines: Economics and Management. In other words, it is necessary to understand what these disciplines are, at least in brief, to understand the nature and scope of managerial economics.

Introduction to Economics :

Economics is a study of human activity both at individual and national level. The economists of early age treated economics merely as the science of wealth. The reason for this is clear. Every one of us is involved in efforts aimed at earning money and spending this money to satisfy our wants such as food, Clothing, shelter, and others. Such activities of earning and spending money are called

“Economic activities”. It was only during the eighteenth century that Adam Smith, the Father of Economics, defined economics as the study of nature and uses of national wealth’.

Dr. Alfred Marshall, one of the greatest economists of the nineteenth century, writes “Economics is a study of man’s actions in the ordinary business of life: it enquires how he gets his income and how he uses it”. Thus, it is one side, a study of wealth; and on the other, and more important side; it is the study of man. As Marshall observed, the chief aim of economics is to promote ‘human welfare’, but not wealth. The definition given by AC Pigou endorses the opinion of Marshall. Pigou defines Economics as “the study of economic welfare that can be brought directly and indirectly, into relationship with the measuring rod of money”.

Prof. Lionel Robbins defined Economics as “the science, which studies human behaviour as a relationship between ends and scarce means which have alternative uses”. With this, the focus of economics shifted from ‘wealth’ to human behaviour’.

Lord Keynes defined economics as ‘the study of the administration of scarce means and the determinants of employments and income’.

Microeconomics

The study of an individual consumer or a firm is called microeconomics (also called the *Theory of Firm*). Micro means ‘one millionth’. Microeconomics deals with behavior and problems of single individual and of micro organization. Managerial economics has its roots in microeconomics and it deals with the micro or individual enterprises. It is concerned with the application of the concepts such as price theory, Law of Demand and theories of market structure and so on.

Macroeconomics

The study of ‘aggregate’ or total level of economic activity in a country is called *macroeconomics*. It studies the flow of economic resources or factors of production (such as land, labor, capital, organization and technology) from the resource owner to the business firms and then from the business firms to the households. It deals with total aggregates, for instance, total national income total employment, output and total investment. It studies the interrelations among various aggregates and examines their nature and behavior, their determination and causes of fluctuations in the. It deals with the price level in general, instead of studying the prices of individual commodities. It is concerned with the level of employment in the economy. It discusses aggregate consumption, aggregate investment, price level, and payment, theories of employment, and so on.

Though macroeconomics provides the necessary framework in term of government policies etc., for the firm to act upon dealing with analysis of business conditions, it has less direct relevance in the study of theory of firm.

Management

Management is the science and art of getting things done through people in formally organized groups. It is necessary that every organization be well managed to enable it to achieve its desired goals. Management includes a number of functions: *Planning, organizing, staffing, directing, and controlling*. The manager while directing the efforts of his staff *communicates* to them the

goals, objectives, policies, and procedures; *coordinates* their efforts; *motivates* them to sustain their enthusiasm; and *leads* them to achieve the corporate goals.

Welfare Economics

Welfare economics is that branch of economics, which primarily deals with taking of poverty, famine and distribution of wealth in an economy. This is also called *Development Economics*. The central focus of welfare economics is to assess how well things are going for the members of the society. If certain things have gone terribly bad in some situation, it is necessary to explain why things have gone wrong. Prof. Amartya Sen was awarded the Nobel Prize in Economics in 1998 in recognition of his contributions to welfare economics. Prof. Sen gained recognition for his studies of the 1974 famine in Bangladesh. His work has challenged the common view that food shortage is the major cause of famine.

In the words of Prof. Sen, famines can occur even when the food supply is high but people cannot buy the food because they don't have money. There has never been a famine in a democratic country because leaders of those nations are spurred into action by politics and free media. In undemocratic countries, the rulers are unaffected by famine and there is no one to hold them accountable, even when millions die.

Welfare economics takes care of what managerial economics tends to ignore. In other words, the growth for an economic growth with societal upliftment is countered productive. In times of crisis, what comes to the rescue of people is their won literacy, public health facilities, a system of food distribution, stable democracy, social safety, (that is, systems or policies that take care of people when things go wrong for one reason or other).

Managerial Economics

Introduction

Managerial Economics as a subject gained popularity in USA after the publication of the book "Managerial Economics" by Joel Dean in 1951.

Managerial Economics refers to the firm's decision making process. It could be also interpreted as "Economics of Management" or "Economics of Management". Managerial Economics is also called as "Industrial Economics" or "Business Economics".

As Joel Dean observes managerial economics shows how economic analysis can be used in formulating policies.

Meaning & Definition:

In the words of E. F. Brigham and J. L. Pappas Managerial Economics is “the applications of economics theory and methodology to business administration practice”.

Managerial Economics bridges the gap between traditional economics theory and real business practices in two ways. First it provides a number of tools and techniques to enable the manager to become more competent to take decisions in real and practical situations. Secondly it serves as an integrating course to show the interaction between various areas in which the firm operates.

C. I. Savage & T. R. Small therefore believes that managerial economics “is concerned with business efficiency”.

M. H. Spencer and Louis Siegelman explain the “Managerial Economics is the integration of economic theory with business practice for the purpose of facilitating decision making and forward planning by management”.

It is clear, therefore, that managerial economics deals with economic aspects of managerial decisions or those managerial decisions, which have an economics content. Managerial economics may therefore, be defined as a body of knowledge, techniques and practices which give substance to those economic concepts which are useful in deciding the business strategy of a unit of management.

Managerial economics is designed to provide a rigorous treatment of those aspects of economic theory and analysis that are most useful for managerial decision analysis says J. L. Pappas and E. F. Brigham.

Managerial Economics, therefore, focuses on those tools and techniques, which are useful in decision-making.

Nature of Managerial Economics:

Managerial economics is, perhaps, the youngest of all the social sciences. Since it originates from Economics, it has the basic features of economics, such as assuming that other things remaining the same (or the Latin equivalent *ceteris paribus*). This assumption is made to simplify the complexity of the managerial phenomenon under study in a dynamic business environment so many things are changing simultaneously. This sets a limitation that we cannot really hold other things remaining the same. In such a case, the observations made out of such a study will have a limited purpose or value. Managerial economics also has inherited this problem from economics.

Further, it is assumed that the firm or the buyer acts in a rational manner (which normally does not happen). The buyer is carried away by the advertisements, brand loyalties, incentives and so on, and, therefore, the innate behaviour of the consumer will be rational is not a realistic assumption. Unfortunately, there are no other alternatives to understand the subject other than by making such assumptions. This is because the behaviour of a firm or a consumer is a complex phenomenon.

The other features of managerial economics are explained as below:

- (a) ***Close to microeconomics:*** Managerial economics is concerned with finding the solutions for different managerial problems of a particular firm. Thus, it is more close to microeconomics.
- (b) ***Operates against the backdrop of macroeconomics:*** The macroeconomics conditions of the economy are also seen as limiting factors for the firm to operate. In other words, the managerial economist has to be aware of the limits set by the macroeconomics conditions such as government industrial policy, inflation and so on.
- (c) ***Normative statements:*** A normative statement usually includes or implies the words ‘ought’ or ‘should’. They reflect people’s moral attitudes and are expressions of what a team of people ought to do. For instance, it deals with statements such as ‘Government of India should open up the economy. Such statements are based on value judgments and express views of what is ‘good’ or ‘bad’, ‘right’ or ‘wrong’. One problem with normative statements is that they cannot be verified by looking at the facts, because they mostly deal with the future. Disagreements about such statements are usually settled by voting on them.
- (d) ***Prescriptive actions:*** Prescriptive action is goal oriented. Given a problem and the objectives of the firm, it suggests the course of action from the available alternatives for optimal solution. It does not merely mention the concept, it also explains whether the

concept can be applied in a given context or not. For instance, the fact that variable costs are marginal costs can be used to judge the feasibility of an export order.

- (e) **Applied in nature:** ‘Models’ are built to reflect the real life complex business situations and these models are of immense help to managers for decision-making. The different areas where models are extensively used include inventory control, optimization, project management etc. In managerial economics, we also employ case study methods to conceptualize the problem, identify that alternative and determine the best course of action.
- (f) **Offers scope to evaluate each alternative:** Managerial economics provides an opportunity to evaluate each alternative in terms of its costs and revenue. The managerial economist can decide which is the better alternative to maximize the profits for the firm.
- (g) **Interdisciplinary:** The contents, tools and techniques of managerial economics are drawn from different subjects such as economics, management, mathematics, statistics, accountancy, psychology, organizational behavior, sociology and etc.
- (h) **Assumptions and limitations:** Every concept and theory of managerial economics is based on certain assumption and as such their validity is not universal. Where there is change in assumptions, the theory may not hold good at all.

Scope of Managerial Economics:

The scope of managerial economics refers to its area of study. Managerial economics refers to its area of study. Managerial economics, Provides management with a strategic planning tool that can be used to get a clear perspective of the way the business world works and what can be done to maintain profitability in an ever-changing environment. Managerial economics is primarily concerned with the application of economic principles and theories to five types of resource decisions made by all types of business organizations.

- a. The selection of product or service to be produced.
- b. The choice of production methods and resource combinations.
- c. The determination of the best price and quantity combination
- d. Promotional strategy and activities.
- e. The selection of the location from which to produce and sell goods or service to consumer.

The production department, marketing and sales department and the finance department usually handle these five types of decisions.

The scope of managerial economics covers two areas of decision making

- a. Operational or Internal issues
- b. Environmental or External issues

a. Operational issues:

Operational issues refer to those, which wise within the business organization and they are under the control of the management. Those are:

- 1. Theory of demand and Demand Forecasting
- 2. Pricing and Competitive strategy
- 3. Production cost analysis
- 4. Resource allocation
- 5. Profit analysis
- 6. Capital or Investment analysis
- 7. Strategic planning

1. Demand Analyses and Forecasting:

A firm can survive only if it is able to the demand for its product at the right time, within the right quantity. Understanding the basic concepts of demand is essential for demand forecasting. Demand analysis should be a basic activity of the firm because many of the other activities of the firms depend upon the outcome of the demand fore cost. Demand analysis provides:

- 1. The basis for analyzing market influences on the firms; products and thus helps in the adaptation to those influences.
- 2. Demand analysis also highlights for factors, which influence the demand for a product. This helps to manipulate demand. Thus demand analysis studies not only the price elasticity but also income elasticity, cross elasticity as well as the influence of advertising expenditure with the advent of computers, demand forecasting has become an increasingly important function of managerial economics.

2. Pricing and competitive strategy:

Pricing decisions have been always within the preview of managerial economics. Pricing policies are merely a subset of broader class of managerial economic problems. Price theory helps to explain how prices are determined under different types of market conditions. Competitions analysis includes the anticipation of the response of competitions the firm's pricing, advertising and marketing strategies. Product line pricing and price forecasting occupy an important place here.

3. Production and cost analysis:

Production analysis is in physical terms. While the cost analysis is in monetary terms cost concepts and classifications, cost-out-put relationships, economies and diseconomies of scale and production functions are some of the points constituting cost and production analysis.

4. Resource Allocation:

Managerial Economics is the traditional economic theory that is concerned with the problem of optimum allocation of scarce resources. Marginal analysis is applied to the problem of determining the level of output, which maximizes profit. In this respect linear programming techniques has been used to solve optimization problems. In fact lines programming is one of the most practical and powerful managerial decision making tools currently available.

5. Profit analysis:

Profit making is the major goal of firms. There are several constraints here an account of competition from other products, changing input prices and changing business environment hence in spite of careful planning, there is always certain risk involved. Managerial economics deals with techniques of averting of minimizing risks. Profit theory guides in the measurement and management of profit, in calculating the pure return on capital, besides future profit planning.

6. Capital or investment analyses:

Capital is the foundation of business. Lack of capital may result in small size of operations. Availability of capital from various sources like equity capital, institutional finance etc. may help to undertake large-scale operations. Hence efficient allocation and management of capital is one of the most important tasks of the managers. The major issues related to capital analysis are:

1. The choice of investment project
2. Evaluation of the efficiency of capital
3. Most efficient allocation of capital

Knowledge of capital theory can help very much in taking investment decisions. This involves, capital budgeting, feasibility studies, analysis of cost of capital etc.

7. Strategic planning:

Strategic planning provides management with a framework on which long-term decisions can be made which has an impact on the behavior of the firm. The firm sets certain long-term goals and

objectives and selects the strategies to achieve the same. Strategic planning is now a new addition to the scope of managerial economics with the emergence of multinational corporations. The perspective of strategic planning is global.

It is in contrast to project planning which focuses on a specific project or activity. In fact the integration of managerial economics and strategic planning has given rise to be new area of study called corporate economics.

B. Environmental or External Issues:

An environmental issue in managerial economics refers to the general business environment in which the firm operates. They refer to general economic, social and political atmosphere within which the firm operates. A study of economic environment should include:

- a. The type of economic system in the country.
- b. The general trends in production, employment, income, prices, saving and investment.
- c. Trends in the working of financial institutions like banks, financial corporations, insurance companies
- d. Magnitude and trends in foreign trade;
- e. Trends in labour and capital markets;
- f. Government's economic policies viz. industrial policy monetary policy, fiscal policy, price policy etc.

The social environment refers to social structure as well as social organization like trade unions, consumer's co-operative etc. The Political environment refers to the nature of state activity, chiefly states' attitude towards private business, political stability etc.

The environmental issues highlight the social objective of a firm i.e.; the firm owes a responsibility to the society. Private gains of the firm alone cannot be the goal.

The environmental or external issues relate managerial economics to macro economic theory while operational issues relate the scope to micro economic theory. The scope of managerial economics is ever widening with the dynamic role of big firms in a society.

Managerial economics relationship with other disciplines:

Many new subjects have evolved in recent years due to the interaction among basic disciplines. While there are many such new subjects in natural and social sciences, managerial economics

can be taken as the best example of such a phenomenon among social sciences. Hence it is necessary to trace its roots and relationship with other disciplines.

1. Relationship with economics:

The relationship between managerial economics and economics theory may be viewed from the point of view of the two approaches to the subject Viz. Micro Economics and Macro Economics. Microeconomics is the study of the economic behavior of individuals, firms and other such micro organizations. Managerial economics is rooted in Micro Economic theory. Managerial Economics makes use of several Micro Economic concepts such as marginal cost, marginal revenue, elasticity of demand as well as price theory and theories of market structure to name only a few. Macro theory on the other hand is the study of the economy as a whole. It deals with the analysis of national income, the level of employment, general price level, consumption and investment in the economy and even matters related to international trade, Money, public finance, etc.

The relationship between managerial economics and economics theory is like that of engineering science to physics or of medicine to biology. Managerial economics has an applied bias and its wider scope lies in applying economic theory to solve real life problems of enterprises. Both managerial economics and economics deal with problems of scarcity and resource allocation.

2. Management theory and accounting:

Managerial economics has been influenced by the developments in management theory and accounting techniques. Accounting refers to the recording of pecuniary transactions of the firm in certain books. A proper knowledge of accounting techniques is very essential for the success of the firm because profit maximization is the major objective of the firm.

Managerial Economics requires a proper knowledge of cost and revenue information and their classification. A student of managerial economics should be familiar with the generation, interpretation and use of accounting data. The focus of accounting within the firm is fast changing from the concepts of store keeping to that of managerial decision making, this has resulted in a new specialized area of study called "Managerial Accounting".

3. Managerial Economics and mathematics:

The use of mathematics is significant for managerial economics in view of its profit maximization goal along with optimal use of resources. The major problem of the firm is how to minimize cost, how to maximize profit or how to optimize sales. Mathematical concepts and techniques are widely used in economic logic to solve these problems. Also mathematical

methods help to estimate and predict the economic factors for decision making and forward planning.

Mathematical symbols are more convenient to handle and understand various concepts like incremental cost, elasticity of demand etc., Geometry, Algebra and calculus are the major branches of mathematics which are of use in managerial economics. The main concepts of mathematics like logarithms, and exponentials, vectors and determinants, input-output models etc., are widely used. Besides these usual tools, more advanced techniques designed in the recent years viz. linear programming, inventory models and game theory find wide application in managerial economics.

4. Managerial Economics and Statistics:

Managerial Economics needs the tools of statistics in more than one way. A successful businessman must correctly estimate the demand for his product. He should be able to analyse the impact of variations in tastes. Fashion and changes in income on demand only then he can adjust his output. Statistical methods provide a sure base for decision-making. Thus statistical tools are used in collecting data and analyzing them to help in the decision making process.

Statistical tools like the theory of probability and forecasting techniques help the firm to predict the future course of events. Managerial Economics also make use of correlation and multiple regressions in related variables like price and demand to estimate the extent of dependence of one variable on the other. The theory of probability is very useful in problems involving uncertainty.

5. Managerial Economics and Operations Research:

Taking effective decisions is the major concern of both managerial economics and operations research. The development of techniques and concepts such as linear programming, inventory models and game theory is due to the development of this new subject of operations research in the postwar years. Operations research is concerned with the complex problems arising out of the management of men, machines, materials and money.

Operations research provides a scientific model of the system and it helps managerial economists in the field of product development, material management, and inventory control, quality control, marketing and demand analysis. The varied tools of operations Research are helpful to managerial economists in decision-making.

6. Managerial Economics and the theory of Decision-making:

The Theory of decision-making is a new field of knowledge grown in the second half of this century. Most of the economic theories explain a single goal for the consumer i.e., Profit maximization for the firm. But the theory of decision-making is developed to explain multiplicity of goals and lot of uncertainty.

As such this new branch of knowledge is useful to business firms, which have to take quick decision in the case of multiple goals. Viewed this way the theory of decision making is more practical and application oriented than the economic theories.

7. Managerial Economics and Computer Science:

Computers have changed the way of the world functions and economic or business activity is no exception. Computers are used in data and accounts maintenance, inventory and stock controls and supply and demand predictions. What used to take days and months is done in a few minutes or hours by the computers. In fact computerization of business activities on a large scale has reduced the workload of managerial personnel. In most countries a basic knowledge of computer science, is a compulsory programme for managerial trainees.

To conclude, managerial economics, which is an offshoot traditional economics, has gained strength to be a separate branch of knowledge. Its strength lies in its ability to integrate ideas from various specialized subjects to gain a proper perspective for decision-making.

A successful managerial economist must be a mathematician, a statistician and an economist. He must be also able to combine philosophic methods with historical methods to get the right perspective only then; he will be good at predictions. In short managerial practices with the help of other allied sciences.

DEMAND ANALYSIS

Introduction & Meaning:

Demand in common parlance means the desire for an object. But in economics demand is something more than this. According to Stonier and Hague, "Demand in economics means demand backed up by enough money to pay for the goods demanded". This means that the demand becomes effective only if it is backed by the purchasing power in addition to this there must be willingness to buy a commodity.

Thus demand in economics means the desire backed by the willingness to buy a commodity and the purchasing power to pay. In the words of "Benham" "The demand for anything at a given price is the amount of it which will be bought per unit of time at that Price". (Thus demand is always at a price for a definite quantity at a specified time.) Thus demand has three essentials – price, quantity demanded and time. Without these, demand has no significance in economics.

LAW of Demand:

Law of demand shows the relation between price and quantity demanded of a commodity in the market. In the words of Marshall, "the amount of demand increases with a fall in price and diminishes with a rise in price".

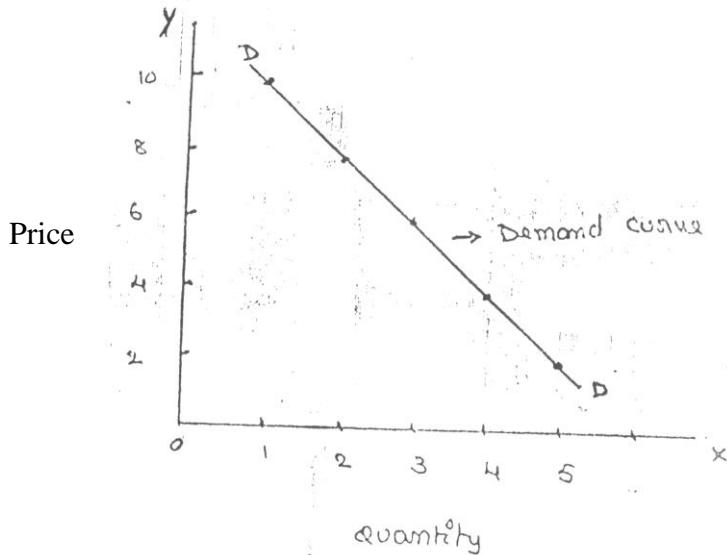
A rise in the price of a commodity is followed by a reduction in demand and a fall in price is followed by an increase in demand, if a condition of demand remains constant.

The law of demand may be explained with the help of the following demand schedule.

Demand Schedule.

Price of Apple (In. Rs.)	Quantity Demanded
10	1
8	2
6	3
4	4
2	5

When the price falls from Rs. 10 to 8 quantity demand increases from 1 to 2. In the same way as price falls, quantity demand increases on the basis of the demand schedule we can draw the demand curve.



The demand curve DD shows the inverse relation between price and quantity demand of apple. It is downward sloping.

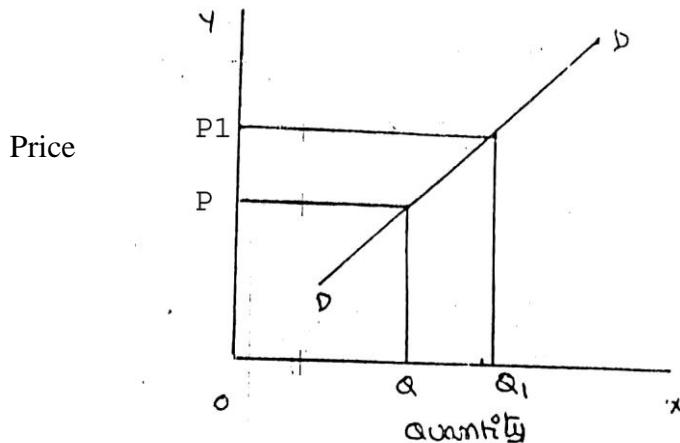
Assumptions:

Law of demand is based on certain assumptions:

1. There is no change in consumers' taste and preferences.
2. Income should remain constant.
3. Prices of other goods should not change.
4. There should be no substitute for the commodity.
5. The commodity should not confer any distinction.
6. The demand for the commodity should be continuous.
7. People should not expect any change in the price of the commodity.

Exceptional demand curve:

Some times the demand curve slopes upwards from left to right. In this case the demand curve has a positive slope.



When price increases from OP to O_p1 quantity demanded also increases from OQ to OQ₁ and vice versa. The reasons for exceptional demand curve are as follows.

Exceptions of law of demand :***1. Giffen paradox:***

The Giffen good or inferior good is an exception to the law of demand. When the price of an inferior good falls, the poor will buy less and vice versa. For example, when the price of maize falls, the poor are willing to spend more on superior goods than on maize if the price of maize increases, he has to increase the quantity of money spent on it. Otherwise he will have to face starvation. Thus a fall in price is followed by reduction in quantity demanded and vice versa. “Giffen” first explained this and therefore it is called as Giffen’s paradox.

2. Veblen or Demonstration effect:

‘Veblen’ has explained the exceptional demand curve through his doctrine of conspicuous consumption. Rich people buy certain good because it gives social distinction or prestige for example diamonds are bought by the richer class for the prestige it possess. If the price of diamonds falls poor also will buy it hence they will not give prestige. Therefore, rich people may stop buying this commodity.

3. Ignorance of price changes:

Sometimes, the quality of the commodity is Judge by its price. Consumers think that the product is superior if the price is high. As such they buy more at a higher price.

4. Speculative effect:

If the price of the commodity is increasing the consumers will buy more of it because of the fear that it increase still further, Thus, an increase in price may not be accomplished by a decrease in demand.

5. Fear of shortage:

During the times of emergency of war People may expect shortage of a commodity. At that time, they may buy more at a higher price to keep stocks for the future.

5. Necessaries:

In the case of necessities like rice, vegetables etc. people buy more even at a higher price.

Factors Affecting Demand:

There are factors on which the demand for a commodity depends. These factors are economic, social as well as political factors. The effect of all the factors on the amount demanded for the commodity is called Demand Function.

These factors are as follows:

1. Price of the Commodity:

The most important factor-affecting amount demanded is the price of the commodity. The amount of a commodity demanded at a particular price is more properly called price demand. The relation between price and demand is called the Law of Demand. It is not only the existing price but also the expected changes in price, which affect demand.

2. Income of the Consumer:

The second most important factor influencing demand is consumer income. In fact, we can establish a relation between the consumer income and the demand at different levels of income, price and other things remaining the same. The demand for a normal commodity goes up when income rises and falls down when income falls. But in case of Giffen goods the relationship is the opposite.

3. Prices of related goods:

The demand for a commodity is also affected by the changes in prices of the related goods also. Related goods can be of two types:

- (i). Substitutes which can replace each other in use; for example, tea and coffee are substitutes. The change in price of a substitute has effect on a commodity's demand in the same direction in which price changes. The rise in price of coffee shall raise the demand for tea;
- (ii). Complementary foods are those which are jointly demanded, such as pen and ink. In such cases complementary goods have opposite relationship between price of one commodity and the amount demanded for the other. If the price of pens goes up, their demand is less as a result of which the demand for ink is also less. The price and demand go in opposite direction. The effect of changes in price of a commodity on amounts demanded of related commodities is called Cross Demand.

4. Tastes of the Consumers:

The amount demanded also depends on consumer's taste. Tastes include fashion, habit, customs, etc. A consumer's taste is also affected by advertisement. If the taste for a commodity goes up, its amount demanded is more even at the same price. This is called increase in demand. The opposite is called decrease in demand.

5. Wealth:

The amount demanded of commodity is also affected by the amount of wealth as well as its distribution. The wealthier are the people; higher is the demand for normal commodities. If wealth is more equally distributed, the demand for necessities and comforts is more. On the other hand, if some people are rich, while the majorities are poor, the demand for luxuries is generally higher.

6. Population:

Increase in population increases demand for necessities of life. The composition of population also affects demand. Composition of population means the proportion of young and old and children as well as the ratio of men to women. A change in composition of population has an effect on the nature of demand for different commodities.

7. Government Policy:

Government policy affects the demands for commodities through taxation. Taxing a commodity increases its price and the demand goes down. Similarly, financial help from the government increases the demand for a commodity while lowering its price.

8. Expectations about future prices:

If consumers expect changes in price of commodity in future, they will change the demand at present even when the present price remains the same. Similarly, if consumers expect their incomes to rise in the near future they may increase the demand for a commodity just now.

9. Climate and weather:

The climate of an area and the weather prevailing there has a decisive effect on consumer's demand. In cold areas woolen cloth is demanded. During hot summer days, ice is very much in demand. On a rainy day, ice cream is not so much demanded.

10. State of business:

The level of demand for different commodities also depends upon the business conditions in the country. If the country is passing through boom conditions, there will be a marked increase in demand. On the other hand, the level of demand goes down during depression.

ELASTICITY OF DEMAND

Elasticity of demand explains the relationship between a change in price and consequent change in amount demanded. "Marshall" introduced the concept of elasticity of demand. Elasticity of demand shows the extent of change in quantity demanded to a change in price.

In the words of "Marshall", "The elasticity of demand in a market is great or small according as the amount demanded increases much or little for a given fall in the price and diminishes much or little for a given rise in Price"

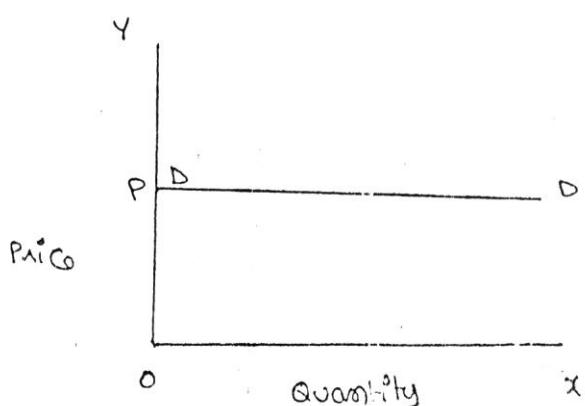
Elastic demand: A small change in price may lead to a great change in quantity demanded. In this case, demand is elastic.

In-elastic demand: If a big change in price is followed by a small change in demanded then the demand is "inelastic".

Measurement of elasticity of demand:

A. Perfectly elastic demand:

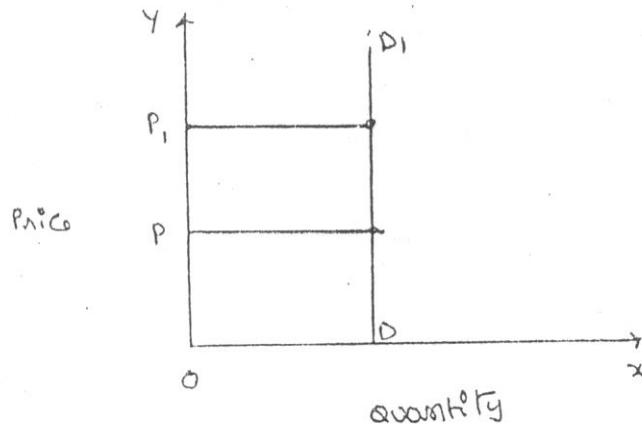
When small change in price leads to an infinitely large change in quantity demand, it is called perfectly or infinitely elastic demand. In this case $E=\infty$



The demand curve DD1 is horizontal straight line. It shows that at "OP" price any amount is demanded and if price increases, the consumer will not purchase the commodity.

B. Perfectly Inelastic Demand

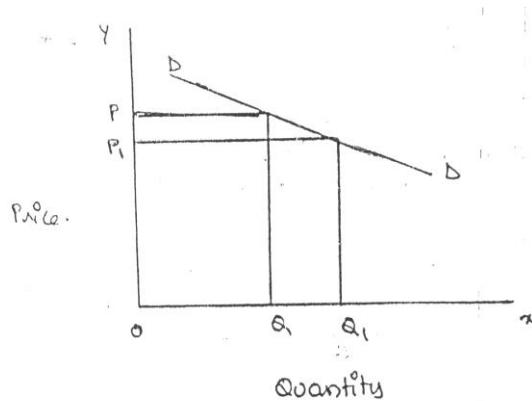
In this case, even a large change in price fails to bring about a change in quantity demanded.



When price increases from 'OP' to 'OP'', the quantity demanded remains the same. In other words the response of demand to a change in Price is nil. In this case ' $E=0$ '.

C. Relatively elastic demand:

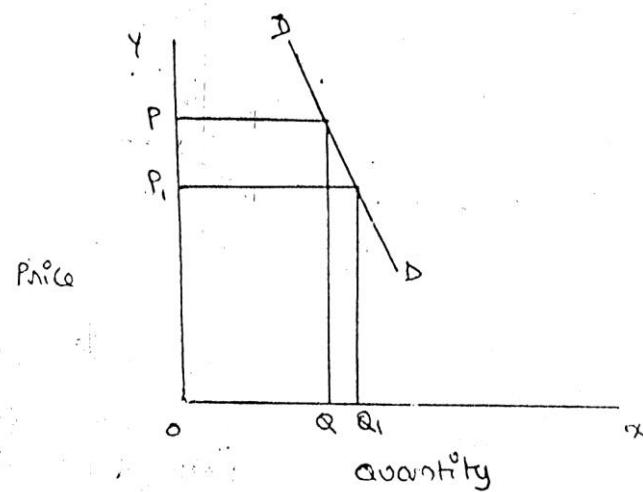
Demand changes more than proportionately to a change in price. i.e. a small change in price leads to a very big change in the quantity demanded. In this case $E > 1$. This demand curve will be flatter.



When price falls from 'OP' to 'OP'', amount demanded increase from "OQ" to "OQ1" which is larger than the change in price.

D. Relatively in-elastic demand.

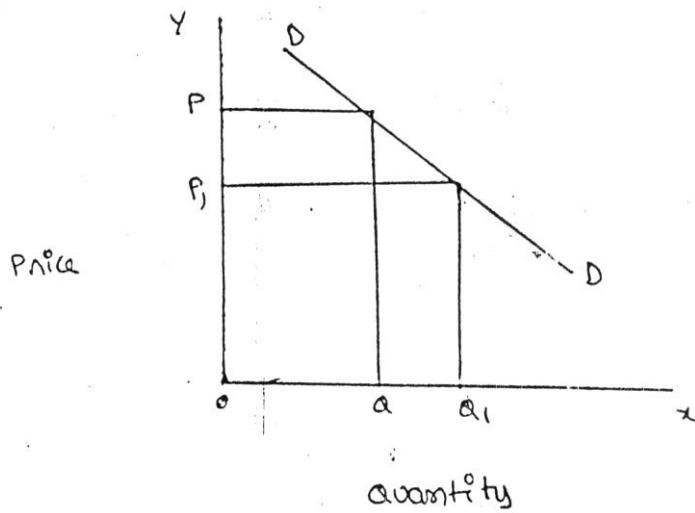
Quantity demanded changes less than proportional to a change in price. A large change in price leads to small change in amount demanded. Here $E < 1$. Demanded curve will be steeper.



When price falls from "OP" to 'OP1 amount demanded increases from OQ to OQ1, which is smaller than the change in price.

E. Unit elasticity of demand:

The change in demand is exactly equal to the change in price. When both are equal $E=1$ and elasticity is said to be unitary.



When price falls from 'OP' to 'OP1' quantity demanded increases from 'OP' to 'OP1', quantity demanded increases from 'OQ' to 'OQ1'. Thus a change in price has resulted in an equal change in quantity demanded so price elasticity of demand is equal to unity.

Types of Elasticity of Demand:

There are three types of elasticity of demand:

1. Price elasticity of demand
2. Income elasticity of demand
3. Cross elasticity of demand
4. Advertising elasticity of demand

1. Price elasticity of demand:

Marshall was the first economist to define price elasticity of demand. Price elasticity of demand measures changes in quantity demand to a change in Price. It is the ratio of percentage change in quantity demanded to a percentage change in price.

Price elasticity is always negative which indicates that the customer tends to buy more with every fall in the price. The relationship between the price and the demand is inverse.

$$\text{Price elasticity} = \frac{\text{Proportionate change in the quantity demand of commodity}}{\text{Proportionate change in the price of commodity}}$$

It can be represented as follows :

$$\text{Eda} = \frac{(Q_2 - Q_1)/Q_1}{(P_2 - P_1)P_1}$$

Where Q₁ is the quantity demanded before price change.

Q₂ is the quantity demanded after price change.

P₁ is the price before change.

P₂ is the price after change.

2. Income elasticity of demand:

Income elasticity of demand shows the change in quantity demanded as a result of a change in income. Income elasticity is normally positive, which indicated that the consumer tends to buy more and more quantities with every fall in price.

Income elasticity of demand may be stated in the form of a formula.

$$\text{Income Elasticity} = \frac{\text{Proportionate change in the quantity demand of commodity}}{\text{Proportionate change in the income of the people}}$$

It can be represented as follows :

$$Ed_i = \frac{(Q_2 - Q_1)/Q_1}{(I_2 - I_1)I_1}$$

Where Q_1 is the quantity demanded before change.

Q_2 is the quantity demanded after change.

I_1 is the income before change.

I_2 is the income after change.

3. Cross elasticity of Demand:

A change in the price of one commodity leads to a change in the quantity demanded of another commodity. This is called a cross elasticity of demand. The formula for cross elasticity of demand is:

$$\text{Cross elasticity} = \frac{\text{Proportionate change in the quantity demand of commodity "X"}}{\text{Proportionate change in the price of commodity "Y"}}$$

It can be represented as follows :

$$Ed_c = \frac{(Q_2 - Q_1)/Q_1}{(P_2y - P_1y)P_1y}$$

Where Q_1 is the quantity demanded before change.

Q_2 is the quantity demanded after change.

P_1y is the price before change in the case of product y .

P_2y is the price after change in the case of product y .

4. Advertising elasticity of demand:

It refers to increase in the sales revenue because of change in the advertising expenditure. In other words, there is a direct relationship between the amount of money spent on advertising and its impact on sales. Advertising elasticity is always positive.

Proportionate change in the quantity demand of commodity "X"

$$Cross\ elasticity = \frac{\text{Proportionate change in advertisement costs.}}{\text{Proportionate change in quantity demand}}$$

It can be represented as follows :

$$Ed_i = \frac{(Q_2 - Q_1)/Q_1}{(A_2 - A_1)A_1}$$

Where Q_1 is the quantity demanded before change.

Q_2 is the quantity demanded after change.

A_1 is the amount spent on advertisement before change.

A_2 is the amount spent on advertisement after change.

Factors influencing the elasticity of demand

Elasticity of demand depends on many factors.

1. Nature of commodity:

Elasticity or in-elasticity of demand depends on the nature of the commodity i.e. whether a commodity is a necessity, comfort or luxury, normally; the demand for Necessaries like salt, rice etc is inelastic. On the other hand, the demand for comforts and luxuries is elastic.

2. Availability of substitutes:

Elasticity of demand depends on availability or non-availability of substitutes. In case of commodities, which have substitutes, demand is elastic, but in case of commodities, which have no substitutes, demand is in elastic.

3. Variety of uses:

If a commodity can be used for several purposes, than it will have elastic demand. i.e. electricity. On the other hand, demanded is inelastic for commodities, which can be put to only one use.

4. Postponement of demand:

If the consumption of a commodity can be postponed, than it will have elastic demand. On the contrary, if the demand for a commodity cannot be postponed, than demand is in elastic. The demand for rice or medicine cannot be postponed, while the demand for Cycle or umbrella can be postponed.

5. Amount of money spent:

Elasticity of demand depends on the amount of money spent on the commodity. If the consumer spends a smaller for example a consumer spends a little amount on salt and matchboxes. Even when price of salt or matchbox goes up, demanded will not fall. Therefore, demand is in case of clothing a consumer spends a large proportion of his income and an increase in price will reduce his demand for clothing. So the demand is elastic.

6. Time:

Elasticity of demand varies with time. Generally, demand is inelastic during short period and elastic during the long period. Demand is inelastic during short period because the consumers do

not have enough time to know about the change in price. Even if they are aware of the price change, they may not immediately switch over to a new commodity, as they are accustomed to the old commodity.

7. Range of Prices:

Range of prices exerts an important influence on elasticity of demand. At a very high price, demand is inelastic because a slight fall in price will not induce the people to buy more. Similarly at a low price also demand is inelastic. This is because at a low price all those who want to buy the commodity would have bought it and a further fall in price will not increase the demand. Therefore, elasticity is low at very high and very low prices.

Importance of Elasticity of Demand:

The concept of elasticity of demand is of much practical importance.

1. Price fixation:

Each seller under monopoly and imperfect competition has to take into account elasticity of demand while fixing the price for his product. If the demand for the product is inelastic, he can fix a higher price.

2. Production:

Producers generally decide their production level on the basis of demand for the product. Hence elasticity of demand helps the producers to take correct decision regarding the level of output to be produced.

3. Distribution:

Elasticity of demand also helps in the determination of rewards for factors of production. For example, if the demand for labour is inelastic, trade unions will be successful in raising wages. It is applicable to other factors of production.

4. International Trade:

Elasticity of demand helps in finding out the terms of trade between two countries. Terms of trade refers to the rate at which domestic commodity is exchanged for foreign commodities. Terms of trade depends upon the elasticity of demand of the two countries for each other goods.

5. Public Finance:

Elasticity of demand helps the government in formulating tax policies. For example, for imposing tax on a commodity, the Finance Minister has to take into account the elasticity of demand.

6. Nationalization:

The concept of elasticity of demand enables the government to decide about nationalization of industries.

Demand Forecasting

Introduction:

The information about the future is essential for both new firms and those planning to expand the scale of their production. Demand forecasting refers to an estimate of future demand for the product.

It is an ‘objective assessment of the future course of demand’. In recent times, forecasting plays an important role in business decision-making. Demand forecasting has an important influence on production planning. It is essential for a firm to produce the required quantities at the right time.

It is essential to distinguish between forecasts of demand and forecasts of sales. Sales forecast is important for estimating revenue cash requirements and expenses. Demand forecasts relate to production, inventory control, timing, reliability of forecast etc. However, there is not much difference between these two terms.

Types of demand Forecasting:

Based on the time span and planning requirements of business firms, demand forecasting can be classified in to 1. Short-term demand forecasting and

2. Long – term demand forecasting.

1. Short-term demand forecasting:

Short-term demand forecasting is limited to short periods, usually for one year. It relates to policies regarding sales, purchase, price and finances. It refers to existing production capacity of the firm. Short-term forecasting is essential for formulating a suitable price policy. If the business people expect a rise in the prices of raw materials or shortages, they may buy early. This price forecasting helps in sale policy formulation. Production may be undertaken based on expected sales and not on actual sales. Further, demand forecasting assists in financial forecasting also. Prior information about production and sales is essential to provide additional funds on reasonable terms.

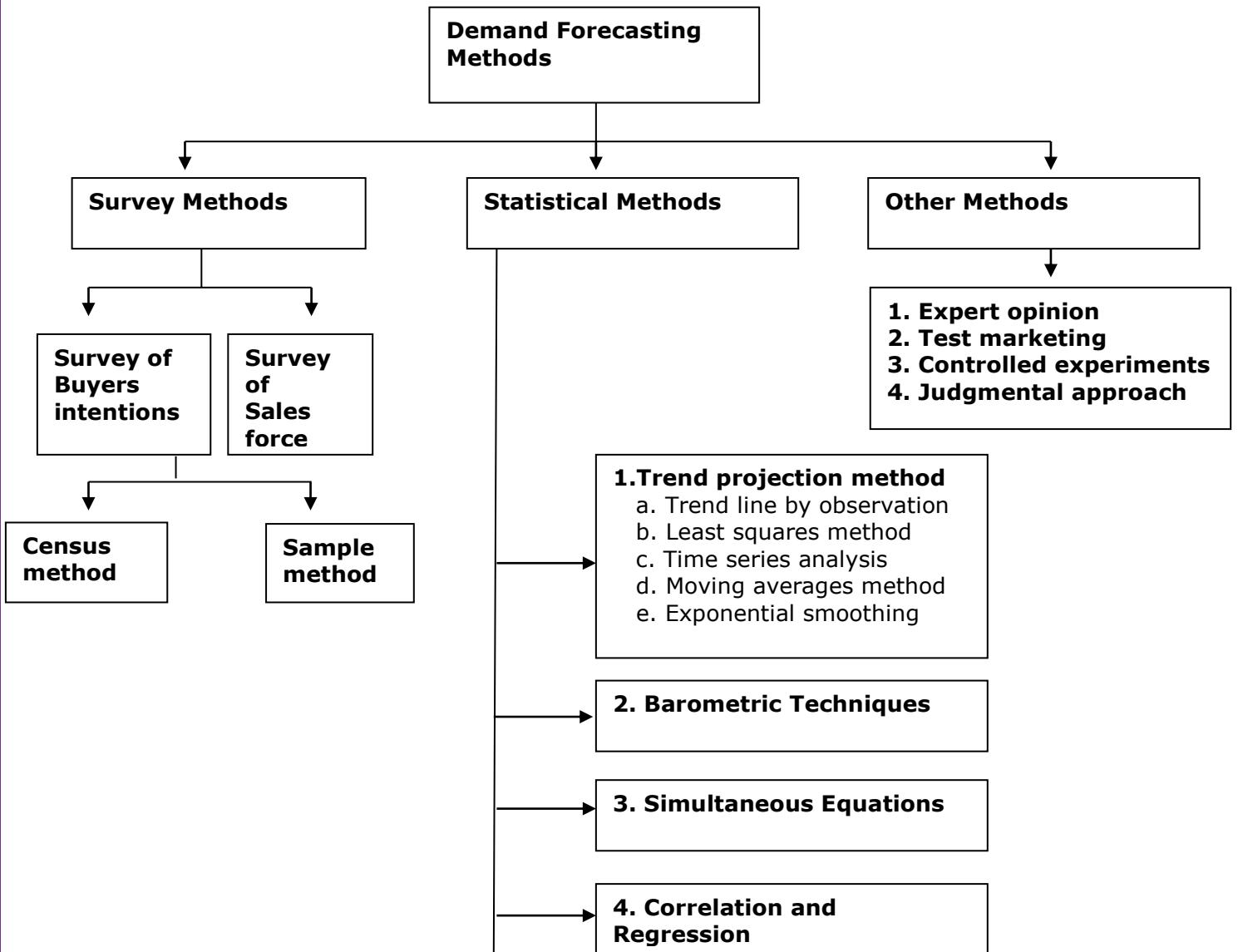
2. Long – term forecasting:

In long-term forecasting, the businessmen should know about the long-term demand for the product. Planning of a new plant or expansion of an existing unit depends on long-term demand. Similarly a multi product firm must take into account the demand for different items. When forecasts are made covering long periods, the probability of error is high. It is very difficult to forecast the production, the trend of prices and the nature of competition. Hence quality and competent forecasts are essential.

Prof. C. I. Savage and T.R. Small classify demand forecasting into three types. They are 1. Economic forecasting, 2. Industry forecasting, 3. Firm level forecasting. Economic forecasting is concerned with the economy, while industrial level forecasting is used for inter-industry comparisons and is supplied by trade association or chamber of commerce. Firm level forecasting relates to individual firm.

Methods of Demand forecasting:

Several methods are employed for forecasting demand. All these methods can be grouped under survey method and statistical method. Survey methods and statistical methods are further subdivided into different categories.



Survey Methods:

Under this method, information about the desires of the consumer and opinion of exports are collected by interviewing them. Survey method can be divided into four type's viz., Opinion survey method; expert opinion; Delphi method and consumers interview methods.

a. Opinion survey method:

This method is also known as sales-force composite method (or) collective opinion method. Under this method, the company asks its salesman to submit estimate of future sales in their respective territories. Since the forecasts of the salesmen are biased due to their optimistic or pessimistic attitude ignorance about economic developments etc. these estimates are consolidated, reviewed and adjusted by the top executives. In case of wide differences, an average is struck to make the forecasts realistic.

This method is more useful and appropriate because the salesmen are more knowledge. They can be important source of information. They are cooperative. The implementation within unbiased or their basic can be corrected.

B. Expert opinion method:

Apart from salesmen and consumers, distributors or outside experts may also be used for forecasting. In the United States of America, the automobile companies get sales estimates directly from their dealers. Firms in advanced countries make use of outside experts for estimating future demand. Various public and private agencies all periodic forecasts of short or long term business conditions.

C. Delphi Method:

A variant of the survey method is Delphi method. It is a sophisticated method to arrive at a consensus. Under this method, a panel is selected to give suggestions to solve the problems in hand. Both internal and external experts can be the members of the panel. Panel members are kept apart from each other and expresses their views in an anonymous manner. There is also a coordinator who acts as an intermediary among the panelists. He prepares the questionnaire and sends it to the panelist. At the end of each round, he prepares a summary report. On the basis of the summary report the panel members have to give suggestions. This method has been used in the area of technological forecasting. It has proved more popular in forecasting. It has provided more popular in forecasting non-economic rather than economic variables.

D. Consumers interview method:

In this method the consumers are contacted personally to know about their plans and preference regarding the consumption of the product. A list of all potential buyers would be drawn and each buyer will be approached and asked how much he plans to buy the listed product in future. He would be asked the proportion in which he intends to buy. This method seems to be the most ideal method for forecasting demand.

STATISTICAL METHODS:

in this methods some statistical formulae are used to forecast the future demand with assistance of past data.

1. Trend projection methods:

These are generally analysis of past data for estimate future demand. Such as

A. Trend line by observation method: in this method we merely plot a graph of actual sales data and then estimate just by observation where the trend line lies. The line can be extended towards future period and corresponding sales can be read by observing the graph.

B. Least square Method: certain statistical formulae are used to find the trend which is best fit the available data. In this method we are using following formulae.

$$S = x + y(t)$$

Here s = sales and x, y are variables, for finding values for these variables we have other formulae

$$\in s = Nx + y \in t \text{ } 1$$

C. Time series method or trend method: Analysis of trend by using different trends like cyclic trend, seasonal trend, erratic trend. For furcating demand of particular product the forecaster should analyze all the factors such as seasonal variations, stage of business and environmental changes, political changes etc.

$$Y = T^*C^*S^*E$$

Here; Y = demand in the future

C= analysis of cyclic trend of business

S= Seasonal variations

E= Erratic Trend (floods, earth aches)

D. Moving averages: in this method we take past sales average to forecast demand for future.

2. Barometric Technique:

Simple trend projections are not capable of forecasting turning points. Under Barometric method, present events are used to predict the directions of change in future. This is done with the help of economics and statistical indicators. Those are (1) Construction Contracts awarded for building materials (2) Personal income (3) Agricultural Income. (4) Employment (5) Gross national

income (6) Industrial Production (7) Bank Deposits etc.

3. Correlation and regression:

Regression and correlation are used for forecasting demand. Based on past data the future data trend is forecasted. If the functional relationship is analyzed with the independent variable it is simple correlation. When there are several independent variables it is multiple correlation. In correlation we analyze the nature of relation between the variables while in regression; the extent of relation between the variables is analyzed. The results are expressed in mathematical form. Therefore, it is called as econometric model building. The main advantage of this method is that it provides the values of the independent variables from within the model itself.

OTHER METHODS:

1. **Expert opinion method:** Apart from salesmen and consumers, distributors or outside experts may also be used for forecasting. In the United States of America, the automobile companies get sales estimates directly from their dealers. Firms in advanced countries make use of outside experts for estimating future demand. Various public and private agencies all periodic forecasts of short or long term business conditions.
2. **Test Marketing:** the manufacturer to test their product or service in a limited market as test run before they launch their products nationwide.
3. **Controlled Experiments:** it refers to such exercise where some of the major determinants are manipulated to suit to the customers with different taste and preferences income groups and such other.(different flavors, packages, quantity, prices etc.)
4. **Judgmental approach:** when none of the above methods are directly related to the product or service, the management has no alternative other than using its own judgment.

IMPORTANT QUESTIONS

1. Define managerial Economics? Explain Nature and scope of managerial Economics.
2. Explain the importance of managerial economics.
3. Define demand? Explain the factors influencing the Demand for a product.
4. State law of demand? Explain limitations for law of demand.
5. Define Elasticity of Demand? How you measure it. Explain the importance of measuring elasticity of demand.
6. Write about classification of Elasticity of demand.
7. Define demand forecasting? Explain the methods for demand forecasting.

2 MARKS QUESTIONS

1. Define Managerial Economics.
2. Distinguish between micro and macro-economics.
3. Write the features of managerial economics.
4. Define scarcity.
5. Define demand.
6. State law of demand.
7. What is demand schedule
8. What is demand curve
9. What are the limitations for law of demand
10. What is the significance of Elasticity of demand
11. How you measure elasticity of demand.
12. What are the determinants of demand?
13. What is demand forecasting?
14. Explain barometric method.
15. What is judgmental approach

UNIT-2

Production and Cost Analysis

Theory of production:

Production: the process of converting raw-material into finished goods or services is called production.



Factors of production:

- **Technology:** the technology that is used in the process of production is the ultimate decision factor.
- **Input:** the input factors are broadly classified in to five types such as
 - Land
 - Labour
 - Capital
 - Organiasation
 - Technology
- **Time factor:** short time period and long time period

Based on time period the factors of production will be classified as fixed factors and variable factors.

In short time period land and technology are fixed and labour capital will be varies but in long time period there is a scope to vary all the factors of production such as land, labour, capital, organization and technology also.

PRODUCTION FUNCTION

Introduction: The production function expresses a functional relationship between physical inputs and physical outputs of a firm at any particular time period. The output is thus a function of inputs. Mathematically production function can be written as

$$Q = f(L_1, L_2, C, O, T)$$

Where Q= stands for the quantity of output and

F= function

L1=land

L2=labour

C=capital

O=Organization

Land, labour, capital and organization. Here output is the function of inputs. Hence output becomes the dependent variable and inputs are the independent variables.

The above function does not state by how much the output of “Q” changes as a consequence of change of variable inputs. In order to express the quantitative relationship between inputs and output, Production function has been expressed in a precise mathematical equation i.e.

Assumptions:

Production function has the following assumptions.

- The production function is related to a particular period of time.
- There is no change in technology.
- The producer is using the best techniques available.
- The factors of production are divisible.
- Production function can be fitted to a short run or to long run.

Production Function with one variable input and law of returns:

The law of returns to scale explains the behavior of the total output in response to change in the scale of the firm, i.e., in response to a simultaneous to changes in the scale of the firm, i.e., in response to a simultaneous and proportional increase in all the inputs. More precisely, the Law of returns to scale explains how a simultaneous and proportionate increase in all the inputs affects the total output at its various levels.

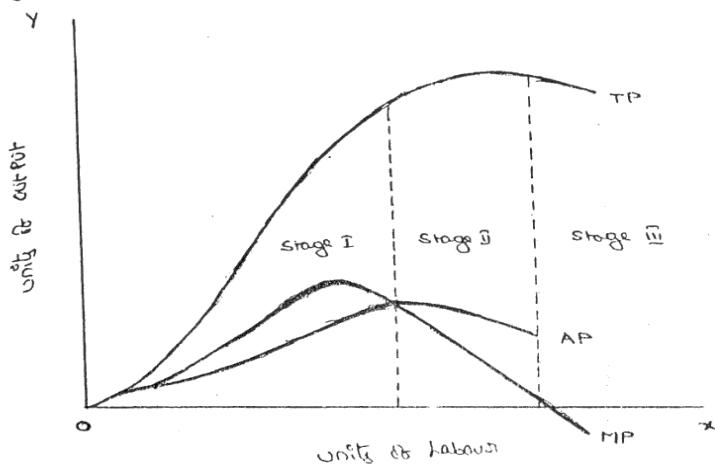
The behaviors of the Output when the varying quantity of one factor is combined with a fixed quantity of the other can be divided into three distinct stages. The three stages can be better understood by following the table.

Fixed factor	Variable factor (Labour)	Total product	Average Product	Marginal Product	
1	1	100	100	-	Stage I
1	2	220	120	120	
1	3	270	90	50	
1	4	300	75	30	Stage II
1	5	320	64	20	

1	6	330	55	10	
1	7	330	47	0	
1	8	320	40	-10	Stage III

Above table reveals that both average product and marginal product increase in the beginning and then decline of the two marginal products drops of faster than average product. Total product is maximum when the farmer employs 6th worker, nothing is produced by the 7th worker and its marginal productivity is zero, whereas marginal product of 8th worker is '-10', by just creating credits 8th worker not only fails to make a positive contribution but leads to a fall in the total output.

Production function with one variable input and the remaining fixed inputs is illustrated as below



From the above graph the law of variable proportions operates in three stages. In the first stage, total product increases at an increasing rate. The marginal product in this stage increases at an increasing rate resulting in a greater increase in total product. The average product also increases. This stage continues up to the point where average product is equal to marginal product. The law of increasing returns is in operation at this stage. The law of diminishing returns starts operating from the second stage onwards. At the second stage total product increases only at a diminishing rate. The average product also declines. The second stage comes to an end where total product becomes maximum and marginal product becomes zero. The marginal product becomes negative in the third stage. So the total product also declines. The average product continues to decline.

We can sum up the above relationship thus when 'A.P.' is rising, 'M. P.' rises more than 'A. P'; When 'A. P.' is maximum and constant, 'M. P.' becomes equal to 'A. P.' when 'A. P.' starts falling, 'M. P.' falls faster than 'A. P.'

Thus, the total product, marginal product and average product pass through three phases, viz., increasing diminishing and negative returns stage. The law of variable proportion is nothing but the combination of the law of increasing and diminishing returns.

Production Function with two variable input and law of returns:

Here we assume that only two input factors are required to produce a product. The curves, which represent the different combinations of inputs producing a particular quantity of output. Here the producers have the scope to select any combination of these two factors for required level of output.

For a given output level firm's production become,

$$Q = f(L, C)$$

Where 'Q' is the units of output is a function of the quantity of two inputs 'L' and 'C'.

Assumptions:

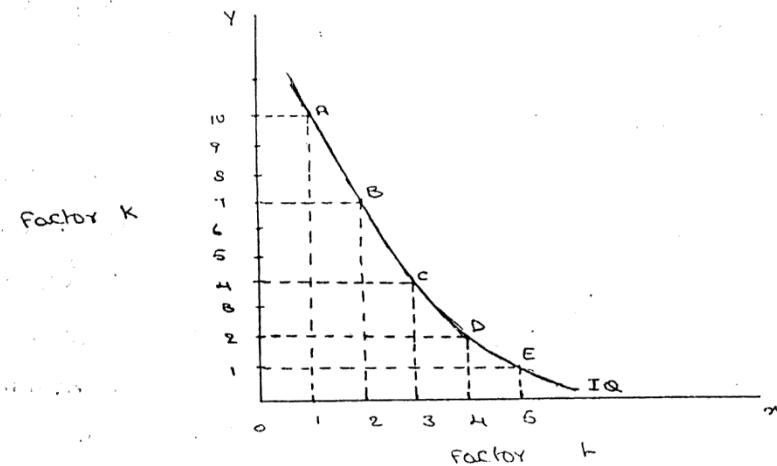
- There are only two factors of production, viz. labour and capital.
- The two factors can substitute each other up to certain limit
- The substitutability of the two inputs depends up on the nature of production.
- The technology is given over a period.

This can be explained with the help of an arithmetical example.

Combinations	Labour (units)	Capital (Units)	Output (quintals)
A	1	10	50
B	2	7	50
C	3	4	50
D	4	4	50
E	5	1	50

Combination 'A' represent 1 unit of labour and 10 units of capital and produces '50' quintals of a product all other combinations in the table are assumed to yield the same given output of a product say '50' quintals by employing any one of the alternative combinations of the two factors labour and capital. If we plot all these combinations on a paper and join them, we will get continues and smooth curve called Iso-product curve as shown below.

Labour is on the X-axis and capital is on the Y-axis. IQ is the ISO-Product curve which shows all the alternative combinations A, B, C, D, E which can produce 50 quintals of a product.



ISOQUANTS:

The term Isoquants is derived from the words ‘iso’ and ‘quant’ – ‘Iso’ means equal and ‘quent’ implies quantity. Isoquant therefore, means equal quantity. A family of iso-product curves or isoquants or production difference curves can represent a production function with two variable inputs, which are substitutable for one another within limits.

Isoquants are the curves, which represent the different combinations of inputs producing a particular quantity of output. Any combination on the isoquant represents the same level of output.

For a given output level firm's production become,

$$Q = f(L, C)$$

Where 'Q' is the units of output is a function of the quantity of two inputs 'L' and 'C'.

Thus an isoquant shows all possible combinations of two inputs, which are capable of producing equal or a given level of output. Since each combination yields same output, the producer becomes indifferent towards these combinations.

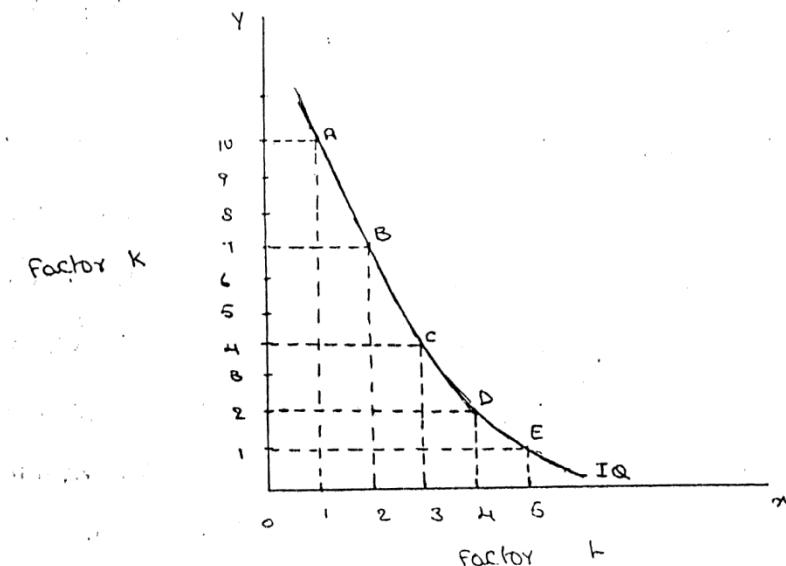
Assumptions:

- There are only two factors of production, viz. labour and capital.
- The two factors can substitute each other up to certain limit
- The shape of the isoquant depends upon the extent of substitutability of the two inputs.
- The technology is given over a period.

An isoquant may be explained with the help of an arithmetical example.

Combinations	Labour (units)	Capital (Units)	Output (quintals)
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Labour is on the X-axis and capital is on the Y-axis. IQ is the ISO-Product curve which shows all the alternative combinations A, B, C, D, E which can produce 50 quintals of a product.

Features of iso-quant:

- Down word slope:
- Convex to origin
- Do not intersect
- Do not meet axis

1. **Down Ward Sloping:** iso quant curves moves down word sloping. Because, every increase in one factor leads to decrease in other variable. i.e both capital and labour are in inversely proportion to each other.

2. **Convex to Origin:** the shape of the iso quant is convex. Because the substitutability between two input factors or in diminishing marginal way. Based on the substitutability between the factors the shape of ISO-Quant will be Differs. Such as
 - ❖ If the substitutability between the factors is Perfect then isoquant is Straight line
 - ❖ If the substitutability between the factors is not perfect then isoquant is convex
 - ❖ If the substitutability between the factors is no substitute each other theniso quant is L-shaped.
3. **Do Not Intersect:** any two ISO- product curves do not intersect each other, for every output there is different isoquant curve. For high output curve moves up words and for low volume curve moves down words.
4. **Do not Meet Axis:** ISO product curve do not meet X-axis and do not meet Y-axis. We know that we require two input factors for producing required output, there is no chance to meet axis when any factor is not having the value of Zero.

ISO COSTS

Iso costs refers to that cost curve that represent the combination of input that will cost the producer the same amount of money.

“Iso costs denotes particular level of total cost for a given level of production.”

If the level of production changes the total cost changes and thus iso cost curves move upwards and vice versa.

Examples:

Each costing 1 lakh,1.5 lakh,2 lakh for output level of 20000,30000,40000 respectively.

Marginal Rate Of Technical Substitution (MRTS) Or The Slope Of Isoquant Curve

“MRTS represent the rate at which one input factor is substituted with the other to attain given level of output.”

“in other words the lesser units of one factor will compensates by increasing amount of other factor to produce same level of output.”

Example:

MRTS ratio between two input factors.

combination	capital	labour	MRTS
A	1	20	----
B	2	15	5:1

C	3	11	4:1
D	4	08	3:1
E	5	06	2:1
F	6	05	1:1

$$\text{MRTS} = \frac{\text{Change in input}}{\text{Change in other input}}$$

Least cost combination or Producer Equilibrium:

The term producer's equilibrium is the counter part of consumer's equilibrium. Just as the consumer is in equilibrium when he secures maximum satisfaction, in the same manner, the producer is in equilibrium when he secures maximum output, with the least cost combination of factors of production.

The optimum position of the producer can be found with the help of iso-product curve. The Iso-product curve or equal product curve or production indifference curve shows different combinations of two factors of production, which yield the same output. This is illustrated as follows.

Let us suppose. The producer can produce the given output of paddy say 100 quintals by employing any one of the following alternative combinations of the two factors labour and capital computation of least cost combination of two inputs.

L Units	K Units	Q Output	L&LP (3Rs.) Cost of Labour	KXKP(4Rs.) cost of capital	Total cost
10	45	100	30	180	210
20	28	100	60	112	172
30	16	100	90	64	154
40	12	100	120	48	168
50	8	100	150	32	182

It is clear from the above that 10 units of 'L' combined with 45 units of 'K' would cost the producer Rs. 210/- . But if 17 units reduce 'K' and 10 units increase 'L', the resulting cost would be Rs. 172/- . Substituting 10 more units of 'L' for 12 units of 'K' further reduces cost to Rs. 154/- However, it will not be profitable to continue this substitution process further at the existing prices since the rate of substitution is diminishing rapidly. In the above table the least cost combination is 30 units of 'L' used with 16 units of 'K' when the cost would be minimum at Rs. 154/- . So this stage "the producer is in equilibrium".

Cobb-Douglas production function:

Production function of the linear homogenous type is invented by Junckersell and first tested by

C. W. Cobb and P. H. Douglas in 1928. This famous statistical production function is known as Cobb-Douglas production function. Originally the function is applied on the empirical study of the American manufacturing industry. Cobb – Douglas production function takes the following mathematical form.

$$P = b(L^a C^{1-a})$$

Where P=output

C=Capital

L= Labour

a, 1-a= elasticity of demand

b=positive constant

Mathematical value for cob-Douglas is as follows

$$P = 1.01(L^{0.75}C^{0.25})$$

- This means if 1% change in labour will effect 0.75% change in demand for a commodity.
- 1% change in capital will effect 0.25% change in demand for a commodity.

Assumptions:

It has the following assumptions

- The function assumes that output is the function of two factors viz. capital and labour.
- It is a linear homogenous production function of the first degree
- The function assumes that the logarithm of the total output of the economy is a linear function of the logarithms of the labour force and capital stock.
- There are constant returns to scale
- All inputs are homogenous
- There is perfect competition
- There is no change in technology

Law of Returns of Scale:

The law of returns to scale explains the behavior of the total output in response to change in the scale of the firm, i.e., in response to a simultaneous to changes in the scale of the firm, i.e., in response to a simultaneous and proportional increase in all the inputs. More precisely, the Law of returns to scale explains how a simultaneous and proportionate increase in all the inputs affects the total output at its various levels.

The concept of variable proportions is a short-run phenomenon as in these period fixed factors cannot be changed and all factors cannot be changed. On the other hand in the long-term all factors can be changed as made variable. When we study the changes in output when all factors or inputs are changed, we study returns to scale. An increase in the scale means that all inputs or factors are increased in the same proportion. In variable proportions, the cooperating factors may be increased or decreased and one faster (Ex. Land in agriculture (or) machinery in industry) remains constant so that the changes in proportion among the factors result in certain changes in output. In returns to scale all the necessary factors or production are increased or decreased to the same extent so that whatever the scale of production, the proportion among the factors remains the same.

When a firm expands, its scale increases all its inputs proportionally, then technically there are three possibilities.

- Increasing return to scale
- Constant return scales
- Decreasing return to scales

Increasing return to scale:

It states that the volume of output keeps on increasing with every increase input. Where a given increase in input leads to more than proportionate increase in output.

Constant return scale

If the increase in the total output is proportional to the increase in input, it means constant returns to scale.

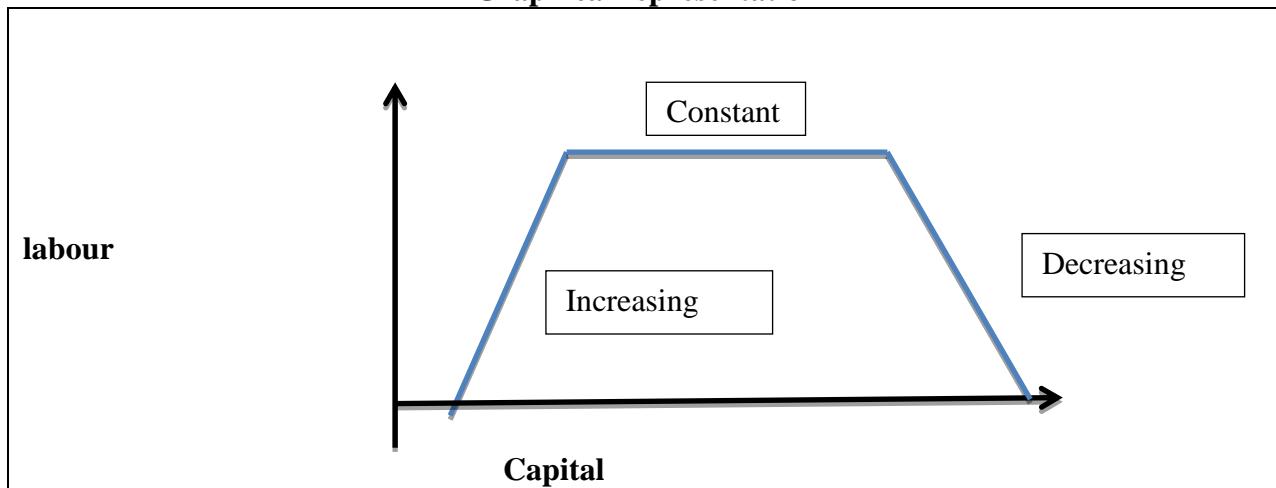
Decreasing return to scale:

If the proportionate increase in the output is less than proportional increase in the inputs, it means diminishing returns to scale.

Example for return to scale:

The production in industry

capital	Labour	Increase in input (%)	output	Changes in output (%)	Return to scale
1	3	-	50		
2	6	100	120	140	Increasing
3	12	100	240	100	Constant
6	24	100	360	50	Decreasing

Graphical representation**ECONOMIES OF SCALE**

Production may be carried on a small scale or on a large scale by a firm. When a firm expands its size of production by increasing all the factors, it secures certain advantages known as economies of production. Marshall has classified these economies of large-scale production into internal economies and external economies.

Internal economies are those, which are opened to a single factory or a single firm independently of the action of other firms. They result from an increase in the scale of output of a firm and cannot be achieved unless output increases. Hence internal economies depend solely upon the size of the firm and are different for different firms.

External economies are those benefits, which are shared in by a number of firms or industries when the scale of production in an industry or groups of industries increases. Hence external economies benefit all firms within the industry as the size of the industry expands.

Internal Economies:

Internal economies may be of the following types.

A). Technical Economies:

Technical economies arise to a firm from the use of better machines and superior techniques of production. As a result, production increases and per unit cost of production falls. A large firm, which employs costly and superior plant and equipment, enjoys a technical superiority over a small firm. Another technical economy lies in the mechanical advantage of using large machines. The cost of operating large machines is less than that of operating small machines. Moreover a larger firm is able to reduce its per unit cost of production by linking the various processes of

production. Technical economies may also be associated when the large firm is able to utilize all its waste materials for the development of by-products industry. Scope for specialization is also available in a large firm. This increases the productive capacity of the firm and reduces the unit cost of production.

B). Managerial Economies:

These economies arise due to better and more elaborate management, which only the large size firms can afford. There may be a separate head for manufacturing, assembling, packing, marketing, general administration etc. Each department is under the charge of an expert. Hence the appointment of experts, division of administration into several departments, functional specialization and scientific co-ordination of various works make the management of the firm most efficient.

C). Marketing Economies:

The large firm reaps marketing or commercial economies in buying its requirements and in selling its final products. The large firm generally has a separate marketing department. It can buy and sell on behalf of the firm, when the market trends are more favorable. In the matter of buying they could enjoy advantages like preferential treatment, transport concessions, cheap credit, prompt delivery and fine relation with dealers. Similarly it sells its products more effectively for a higher margin of profit.

D). Financial Economies:

The large firm is able to secure the necessary finances either for block capital purposes or for working capital needs more easily and cheaply. It can borrow from the public, banks and other financial institutions at relatively cheaper rates. It is in this way that a large firm reaps financial economies.

E). Risk bearing Economies:

The large firm produces many commodities and serves wider areas. It is, therefore, able to absorb any shock for its existence. For example, during business depression, the prices fall for every firm. There is also a possibility for market fluctuations in a particular product of the firm. Under such circumstances the risk-bearing economies or survival economies help the bigger firm to survive business crisis.

External Economies:

Business firm enjoys a number of external economies, which are discussed below:

A). Economies of Concentration:

When an industry is concentrated in a particular area, all the member firms reap some common economies like skilled labour, improved means of transport and communications, banking and financial services, supply of power and benefits from subsidiaries. All these facilities tend to lower the unit cost of production of all the firms in the industry.

B). Economies of Information

The industry can set up an information centre which may publish a journal and pass on information regarding the availability of raw materials, modern machines, export potentialities and provide other information needed by the firms. It will benefit all firms and reduction in their costs.

C). Economies of Welfare:

An industry is in a better position to provide welfare facilities to the workers. It may get land at concessional rates and procure special facilities from the local bodies for setting up housing colonies for the workers. It may also establish public health care units, educational institutions both general and technical so that a continuous supply of skilled labour is available to the industry. This will help the efficiency of the workers.

D). Economies of Disintegration:

The firms in an industry may also reap the economies of specialization. When an industry expands, it becomes possible to split up some of the processes which are taken over by specialist firms. For example, in the cotton textile industry, some firms may specialize in manufacturing thread, others in printing, still others in dyeing, some in long cloth, some in dhotis, some in shirting etc. As a result the efficiency of the firms specializing in different fields increases and the unit cost of production falls.

Thus internal economies depend upon the size of the firm and external economies depend upon the size of the industry.

DISECONOMIES OF LARGE SCALE PRODUCTION

Internal and external diseconomies are the limits to large-scale production. It is possible that expansion of a firm's output may lead to rise in costs and thus result in diseconomies instead of economies. When a firm expands beyond proper limits, it is beyond the capacity of the manager to manage it efficiently. This is an example of an internal diseconomy. In the same manner, the expansion of an industry may result in diseconomies, which may be called external diseconomies. Employment of additional factors of production becomes less efficient and they are obtained at a higher cost. It is in this way that external diseconomies result as an industry expands.

The major diseconomies of large-scale production are discussed below:

Internal Diseconomies:

A). Financial Diseconomies:

For expanding business, the entrepreneur needs finance. But finance may not be easily available in the required amount at the appropriate time. Lack of finance retards the production plans thereby increasing costs of the firm.

B). Managerial diseconomies:

There are difficulties of large-scale management. Supervision becomes a difficult job. Workers do not work efficiently, wastages arise, decision-making becomes difficult, coordination between workers and management disappears and production costs increase.

C). Marketing Diseconomies:

As business is expanded, prices of the factors of production will rise. The cost will therefore rise. Raw materials may not be available in sufficient quantities due to their scarcities. Additional output may depress the price in the market. The demand for the products may fall as a result of changes in tastes and preferences of the people. Hence cost will exceed the revenue.

D). Technical Diseconomies:

There is a limit to the division of labour and splitting down of production processes. The firm may fail to operate its plant to its maximum capacity. As a result cost per unit increases. Internal diseconomies follow.

COST ANALYSIS

Profit is the ultimate aim of any business and the long-run prosperity of a firm depends upon its ability to earn sustained profits. Profits are the difference between selling price and cost of production. In general the selling price is not within the control of a firm but many costs are under its control. The firm should therefore aim at controlling and minimizing cost. Since every business decision involves cost consideration, it is necessary to understand the meaning of various concepts for clear business thinking and application of right kind of costs.

COST CONCEPTS:

A managerial economist must have a clear understanding of the different cost concepts for clear business thinking and proper application. The several alternative bases of classifying cost and the relevance of each for different kinds of problems are to be studied. The various relevant concepts of cost are:

1. Short – run and long – run costs:

Short-run is a period during which the physical capacity of the firm remains fixed. Any increase in output during this period is possible only by using the existing physical capacity more extensively. So short run cost is that which varies with output when the plant and capital equipment in constant.

Long run costs are those, which vary with output when all inputs are variable including plant and capital equipment. Long-run cost analysis helps to take investment decisions.

Fixed and variable costs:

Fixed cost is that cost which remains constant for a certain level to output. It is not affected by the changes in the volume of production. But fixed cost per unit decreases, when the production is increased. Fixed cost includes salaries, Rent, Administrative expenses depreciations etc.

Variable is that which varies directly with the variation in output. An increase in total output results in an increase in total variable costs and decrease in total output results in a proportionate decline in the total variables costs. The variable cost per unit will be constant. Ex: Raw materials, labour, direct expenses, etc.

semi-fixed or semi variable costs:

some costs are fixed up to some extent, beyond which they are variable. They are not completely fixed or completely variable costs. Ex: electricity or telephone charges. If we have connection, we have to pay minimum charges. The more you use the facility, the more you have to pay.

Marginal costs :

It refers to the additional cost incurred for producing an additional unit. It equals the change in variable cost per unit. This change is due to a change in the level of output.

Opportunity costs and outlay costs:

Out lay cost also known as actual costs obsolete costs are those expends which are actually incurred by the firm these are the payments made for labour, material, plant, building, machinery traveling, transporting etc., These are all those expense item appearing in the books of account, hence based on accounting cost concept.

On the other hand opportunity cost implies the earnings foregone on the next best alternative, has the present option is undertaken. This cost is often measured by assessing the alternative, which has to be scarified if the particular line is followed.

The opportunity cost concept is made use for long-run decisions. This concept is very important in capital expenditure budgeting. This concept is very important in capital expenditure budgeting. The concept is also useful for taking short-run decisions opportunity cost is the cost concept to use when the supply of inputs is strictly limited and when there is an alternative. If there is no alternative, Opportunity cost is zero. The opportunity cost of any action is therefore measured by the value of the most favorable alternative course, which had to be foregoing if that action is taken.

Explicit and implicit costs:

Explicit costs are those expenses that involve cash payments. These are the actual or business costs that appear in the books of accounts. These costs include payment of wages and salaries, payment for raw-materials, interest on borrowed capital funds, rent on hired land, Taxes paid etc.

Implicit costs are the costs of the factor units that are owned by the employer himself. These costs are not actually incurred but would have been incurred in the absence of employment of self – owned factors. The two normal implicit costs are depreciation, interest on capital etc. A decision maker must consider implicit costs too to find out appropriate profitability of alternatives.

Incremental and sunk costs:

Incremental cost also known as different cost is the additional cost due to a change in the level or nature of business activity. The change may be caused by adding a new product, adding new machinery, replacing a machine by a better one etc.

Sunk costs are those which are not altered by any change – They are the costs incurred in the past. This cost is the result of past decision, and cannot be changed by future decisions. Investments in fixed assets are examples of sunk costs.

Out of pocket VS Book cost :

Out of pocket costs are those costs that involve immediate outflow of cash. These are spent in day to day life such as purchase of raw materials, rent, interest etc.

Book costs are those which do not require current cash expenditure. These book costs can be converted into out of pocket costs by selling the assets and leasing them back from the buyer.

Replacement cost Vs Historical costs:

Replacement costs are those that are to be paid currently if the assets were to be replaced.

Historical costs are those costs that have been originally spent on acquiring the asset.

If the prices donot change over a period of time, then both replacement and historical costs are one and the same.

Past costs Vs Future costs:

Past costs are those costs that have been spent already in the past. They are also called committed or historical costs. They cannot be controlled or minimized.

Future costs will be spent in future. They can be controlled by using some techniques.

Separable Vs Joint costs:

Separable costs are those that can be traced on identified directly with a particular unit, department or a process of production. Cost of rawmaterials can be traced to a particular department or product.

There are certain other costs which cannot be separable. Such costs are called joint costs.

Ex: rent, electricity, R & D.

Accounting costs Vs Economic cost:

Accounting cost is based on accounting records in the books of accounts. Costs are recorded in the books of accounts, when they are actually incurred. Accounting costs are explicit costs and must be paid.

Economic costs consist of both explicit and implicit costs. In other words economic costs include both recorded and unrecorded costs.

Urgent Vs Postponable costs:

Urgent costs are those such as raw materials, wages etc. there are certain costs which are postponable in nature. Some times postponable costs will become urgent costs based situation.

Escapable vs. Unavoidable costs:

Escapable costs refer to the costs that are saved by reducing the scale of operations to a lower level.

Unavoidable costs are essential for the sustenance of the business activity and hence they have to be incurred.

Total, average and marginal costs:

Total cost is the total cash payment made for the input needed for production. It may be explicit or implicit. It is the sum total of the fixed and variable costs. Average cost is the cost per unit of output. If is obtained by dividing the total cost (TC) by the total quantity produced (Q)

$$\text{TC}$$

Average cost = -----

$$Q$$

Marginal cost is the additional cost incurred to produce an additional unit of output or it is the cost of the marginal unit produced

BREAK-EVEN ANALYSIS (BEA)

BEA refers to analysis of Break Even Point(BEP). The BEP is defined as a point non profit or non loss point.

It is important to determine BEP because it denotes the minimum volume of production to be undertaken to avoid losses.

The study of **cost-volume-profit** relationship is often referred as **BEA**. The term BEA is interpreted in two senses. In its narrow sense, it is concerned with finding out BEP; BEP is the point at which total revenue is equal to total cost. It is the point of no profit, no loss. In its broad determine the probable profit at any level of production.

“A firm is said to attain the BEP when its total revenue is equal to the total cost.”

Assumptions:

- All costs are classified into two – fixed and variable.
- Fixed costs remain constant at all levels of output.
- Variable costs vary proportionally with the volume of output.
- Selling price per unit remains constant in spite of competition or change in the volume of production.
- There will be no change in operating efficiency.
- There will be no change in the general price level.
- Volume of production is the only factor affecting the cost.
- Volume of sales and volume of production are equal. Hence there is no unsold stock.
- There is only one product or in the case of multiple products. Sales mix remains constant.

Merits:

- Information provided by the Break Even Chart can be understood more easily than those contained in the profit and Loss Account and the cost statement.
- Break Even Chart discloses the relationship between cost, volume and profit. It reveals how changes in profit. So, it helps management in decision-making.
- It is very useful for forecasting costs and profits long term planning and growth
- The chart discloses profits at various levels of production.
- It serves as a useful tool for cost control.
- It can also be used to study the comparative plant efficiencies of the industry.
- Analytical Break-even chart present the different elements, in the costs – direct material, direct labour, fixed and variable overheads.

Demerits:

- Break-even chart presents only cost volume profits. It ignores other considerations such as capital amount, marketing aspects and effect of government policy etc., which are necessary in decision making.
- It is assumed that sales, total cost and fixed cost can be represented as straight lines. In actual practice, this may not be so.
- It assumes that profit is a function of output. This is not always true. The firm may increase the profit without increasing its output.
- A major draw-back of BEC is its inability to handle production and sale of multiple products.
- It is difficult to handle selling costs such as advertisement and sale promotion in BEC.
- It ignores economics of scale in production.
- Fixed costs do not remain constant in the long run.
- Semi-variable costs are completely ignored.
- It assumes production is equal to sale. It is not always true because generally there may be opening stock.
- When production increases variable cost per unit may not remain constant but may reduce on account of bulk buying etc.
- The assumption of static nature of business and economic activities is a well-known defect of BEC.

Key terms used in BEA:

- **Fixed cost:** Expenses that do not vary with the volume of production are known as fixed expenses. Eg. Manager's salary, rent and taxes, insurance etc. It should be noted that fixed changes are fixed only within a certain range of plant capacity. The concept of fixed overhead is most useful in formulating a price fixing policy. Fixed cost per unit is not fixed.
- **Variable Cost:** Expenses that vary almost in direct proportion to the volume of production of sales are called variable expenses. Eg. Electric power and fuel, packing materials consumable stores. It should be noted that variable cost per unit is fixed.
- **Contribution:** Contribution is the difference between sales and variable costs and it contributed towards fixed costs and profit. It helps in sales and pricing policies and measuring the profitability of different proposals. Contribution is a sure test to decide whether a product is worthwhile to be continued among different products.

$$\text{Contribution} = \text{Sales} - \text{Variable cost}$$

$$\text{Contribution} = \text{Fixed Cost} + \text{Profit}.$$

- **Margin of safety:** Margin of safety is the excess of sales over the break even sales. It can be expressed in absolute sales amount or in percentage. It indicates the extent to which the sales

can be reduced without resulting in loss. A large margin of safety indicates the soundness of the business. The formula for the margin of safety is:

$$\frac{\text{Profit}}{\text{Present sales} - \text{Break even sales}} \quad \text{or} \quad \frac{\text{Profit}}{\text{P. V. ratio}}$$

Margin of safety can be improved by taking the following steps.

- Increasing production
- Increasing selling price
- Reducing the fixed or the variable costs or both
- Substituting unprofitable product with profitable one.
- **Angle of incidence:** This is the angle between sales line and total cost line at the Break-even point. It indicates the profit earning capacity of the concern. Large angle of incidence indicates a high rate of profit; a small angle indicates a low rate of earnings. To improve this angle, contribution should be increased either by raising the selling price and/or by reducing variable cost. It also indicates as to what extent the output and sales price can be changed to attain a desired amount of profit.
- **Profit Volume Ratio** is usually called P. V. ratio. It is one of the most useful ratios for studying the profitability of business. The ratio of contribution to sales is the P/V ratio. It may be expressed in percentage. Therefore, every organization tries to improve the P. V. ratio of each product by reducing the variable cost per unit or by increasing the selling price per unit. The concept of P. V. ratio helps in determining break even-point, a desired amount of profit etc.

$$\frac{\text{Contribution}}{\text{Sales}} \times 100$$

The formula is,

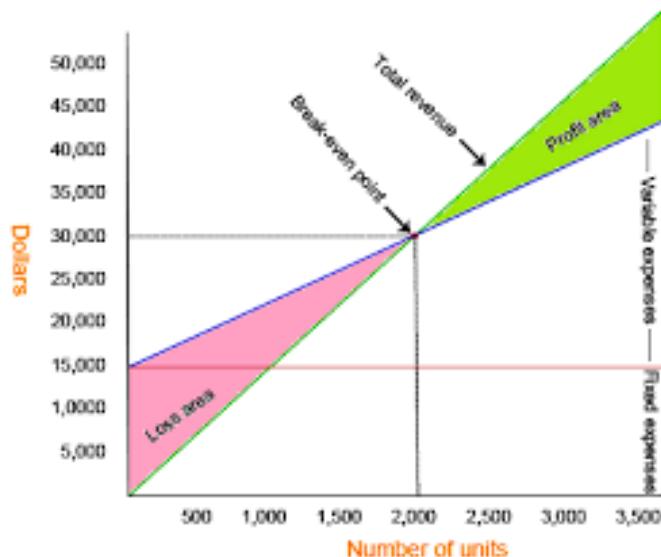
- **Break – Even- Point:** If we divide the term into three words, then it does not require further explanation.

Break-divide
Even-equal
Point-place or position

Break Even Point refers to the point where total cost is equal to total revenue. It is a point of no profit, no loss. This is also a minimum point of no profit, no loss. This is also a minimum point of production where total costs are recovered. If sales go up beyond the Break Even Point, organization makes a profit. If they come down, a loss is incurred.

- Break Even point (Units) =
$$\frac{\text{Fixed Expenses}}{\text{Contribution per unit}}$$
- Break Even point (In Rupees) =
$$\frac{\text{Fixed expenses}}{\text{Contribution per unit}} \times \text{sales}$$

Graphical representation of BEP:



- Total cost= total fixed cost + total variable cost
- TC=TFC+TVC
- The variable cost line is drawn first. It varies proportionately with volume of production and sales.
- The total cost line is derived by adding total fixed costs line to the variable cost line. Total cost line is parallel to variable cost line.
- The total revenue line starts from 0 point and increases along with volume of sales intersecting total cost line at BEP.
- The zone below the BEP is loss zone and the zone above is profit zone.
- OP is the quantity produced/sold at BEP
- OC is the cost of price at BEP

- The angle formed at BEP, that is the point of intersection of total revenue and total cost is called angle of “incidence”
- The larger the angle of incidence the higher the quantity of profit.
- Margin of safety refers to the excess of production or sale over and above the BEP of production or sale.

Margin of safety=OQ-OP

Determination of Break Even Point:

- Selling price= fixed cost +variable cost+ profit
- Contribution =fixed cost+ profit **Or** selling price- variable cost
- Contribution per unit= fixed cost per unit+ profit per unit **or**
- Contribution per unit= Selling price per unit – variable cost per unit
- Contribution margin ratio = contribution per unit

Selling price per unit

- Margin of Safety =excess of actual sales – BEP sales

$$\text{P/v Ratio} = \frac{\text{contribution}}{\text{Sales}}$$

$$\text{BEP in units} = \frac{\text{fixed cost}}{\text{Contribution Margin of per unit}}$$

$$\text{BEP in sales}= \frac{\text{Fixed cost}}{\text{Contribution margin ratio}}$$

PROBLEMS

1. If a firm has a fixed cost of Rs. 10,000: Selling price per unit is Rs.5 and variable cost per unit is Rs.3.
 - Determine break-even point in terms of volume and sales value.
 - Calculate the margin of safety considering that the actual production is 8000 units .

Solution:

1).Determination of BEP:

a) determination of BEP in units:

Formulae:

$$\text{➤ Break- even point in units} = \frac{\text{fixed cost}}{\text{contribution margin per unit}}$$

$$\text{➤ Break -even point in sales} = \frac{\text{Fixed cost}}{\text{contribution margin ratio}}$$

$$\text{➤ Contribution margin ratio} = \text{selling price per unit} - \text{variable cost per unit}.$$

- Contribution margin ratio= $\frac{\text{selling price} - \text{variable cost}}{\text{selling price}} * 100$
Contribution margin per unit=5-3=2

Therefore BEP in units=10000/2=5000 units.

b) Determination of BEP in sales:

Contribution margin ratio= (5-3)/5= 2/5

BEP in sales=10000/(2/5)= (10000*5)/2=Rs.25000

Verification:

Total cost= Total revenue

(No.of units at BEP*Selling price per unit)= BEP in Sales

5000*5=25000

25000=25000

1. What is the formula for P/V ratio.
2. What is the difference between revenue and profit.

IMPORTANT QUESTIONS 10 marks

1. Define Production Function? Explain law of variable proportions.
2. Explain the following a) Isoquant b) Iso-cost C) MRTS d) Least cost combination of Inputs
3. Define law of proportions (return to scale)? Explain classification of Return to scale.
4. What do you mean by economies of scale? Explain in detail.
5. Define cost. Explain cost concepts.
6. What is BEP? Explain the process of measuring BEP with neat graph.
7. Define BEA? Explain advantages and limitations of BEP.

2 MARKS QUESTIONS

1. Define production Function.
2. What are the features of Iso-quant?

3. Write about MRTS.
4. Define Iso-cost.
5. What do you mean by law of return?
6. Define economies of Scale.
7. Define BEP.
8. Draw Break even Chart.
9. What is MOS?
10. Explain about imputed cost.
11. Explain about implicit cost.
12. Write about opportunity cost
13. Explain the term sunk cost.
14. What is the formula for P/V ratio.
15. What is the difference between revenue and profit.

UNIT 3**INTRODUCTION TO MARKETS AND NEW ECONOMIC ENVIRONMENT****MARKET**

Market is a place where buyer and seller meet, goods and services are offered for the sale and transfer of ownership occurs. A market may be also defined as the demand made by a certain group of potential buyers for a good or service. The former one is a narrow concept and later one, a broader concept. Economists describe a market as a collection of buyers and sellers who transact over a particular product or product class (the housing market, the clothing market, the grain market etc.). For business purpose we define a market as people or organizations with wants (needs) to satisfy, money to spend, and the willingness to spend it. Broadly, market represents the structure and nature of buyers and sellers for a commodity/service and the process by which the price of the commodity or service is established. In this sense, we are referring to the structure of competition and the process of price determination for a commodity or service. The determination of price for a commodity or service depends upon the structure of the market for that commodity or service (i.e., competitive structure of the market). Hence the understanding on the market structure and the nature of competition are a pre-requisite in price determination.

Features of market:

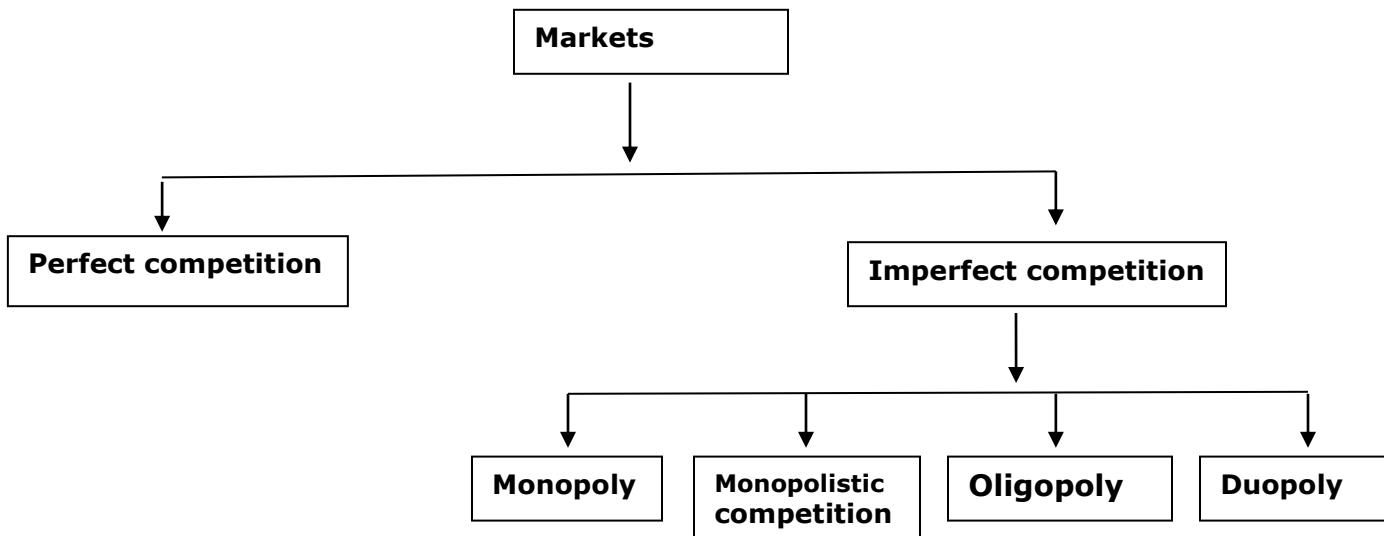
1. **Commodity or product:** product market is the sole of the market. Every market should have product to be purchased or sold. There cannot be any market without product.
2. **Buyer and seller:** the presence of buyers and sellers directly or indirectly in the market is essential for conducting business transactions. In the absence of buyer or seller or both no sale and purchase activities can take place.
3. **Area or place:** there must be an area where buyer and seller of the commodity must reside. It is not necessary that buyers and sellers should visit a particular place to transact business personally. Markets may be local, national and international.
4. **Contact between buyer and seller:** there must be contact between buyers and sellers, so that the actual transaction of the purchase and sale of the commodity could take place.

Different Market Structures

Market structure describes the competitive environment in the market for any good or service. A market consists of all firms and individuals who are willing and able to buy or sell a particular product. This includes firms and individuals currently engaged in buying and selling a particular product, as well as potential entrants.

The determination of price is affected by the competitive structure of the market. This is because the firm operates in a market and not in isolation. In marking decisions concerning economic variables it is affected, as are all institutions in society by its environment.

Market structure



Perfect Competition

Perfect competition refers to a market structure where competition among the sellers and buyers prevails in its most perfect form. In a perfectly competitive market, a single market price prevails for the commodity, which is determined by the forces of total demand and total supply in the market.

Characteristics of Perfect Competition

The following features characterize a perfectly competitive market:

Features of Perfect competition



1. **Large number of buyers and sellers:** The number of buyers and sellers is large and the share of each one of them in the market is so small that none has any influence on the market price.
2. **Homogeneous product:** The product of each seller is totally undifferentiated from those of the others.
3. **Free entry and exit:** Any buyer and seller is free to enter or leave the market of the commodity.
4. **Perfect knowledge:** All buyers and sellers have perfect knowledge about the market for the commodity.
5. **Indifference:** No buyer has a preference to buy from a particular seller and no seller to sell to a particular buyer.
6. **Each firm is a price taker:** A firm in a perfect market cannot influence the market through its own actions. It has no alternative other than selling its products at price prevailing in the market.
7. **Perfect mobility of factors of production:** Factors of production must be in a position to move freely into or out of industry and from one firm to the other.

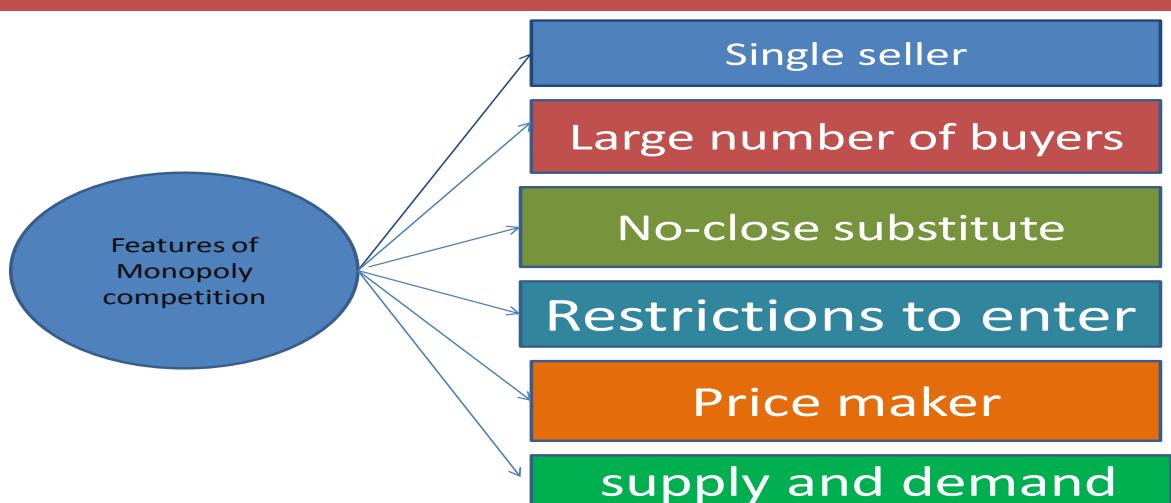
Under such a market no single buyer or seller plays a significant role in price determination. On the other hand all of them jointly determine the price. The price is determined in the industry, which is composed of all the buyers and seller for the commodity. The demand curve facing the industry is the sum of all consumers' demands at various prices. The industry supply curve is the sum of all sellers' supplies at various prices.

Based on the no. of buyers and sellers, the imperfect markets are classified as : Poly – seller, Psony- buyer.

Monopoly:

The word monopoly is made up of two syllables, Mono and poly. Mono means single while poly implies selling. Thus monopoly is a form of market organization in which there is only one seller of the commodity. There are no close substitutes for the commodity sold by the seller. Pure monopoly is a market situation in which a single firm sells a product for which there is no good substitute. Eg: Indian railways, state electricity boards, etc.,

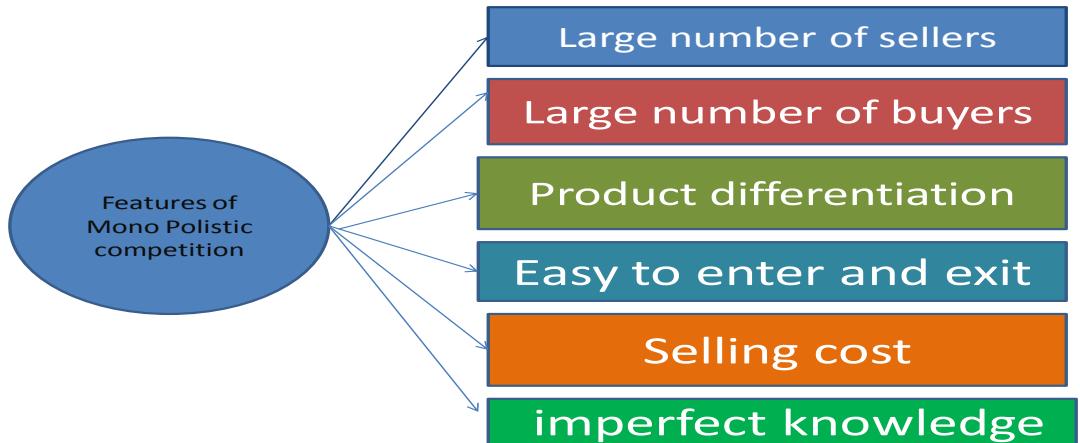
Features of Monopoly competition



Monopolistic competition:

When large no. of sellers produce differentiated products, monopolistic competition is said to exists. Eg: Mobile companies, etc.,

Features of Monopolistic competition



Oligopoly:

The term oligopoly is derived from two Greek words, oligos meaning a few, and pollen meaning to sell. Oligopoly is the form of imperfect competition where there are a few firms in the market, producing either a homogeneous product or producing products, which are close but not perfect substitute of each other.

Features of oligopoly competition



OTHER MARKET STRUCTURES

Duopoly

Duopoly refers to a market situation in which there are only two sellers. As there are only two sellers any decision taken by one seller will have reaction from the other Eg. Coca-Cola and Pepsi. Usually these two sellers may agree to co-operate each other and share the market equally between them, So that they can avoid harmful competition.

The duopoly price, in the long run, may be a monopoly price or competitive price, or it may settle at any level between the monopoly price and competitive price. In the short period, duopoly price may even fall below the level competitive price with the both the firms earning less than even the normal price.

Monopsony

Mrs. Joan Robinson was the first writer to use the term monopsony to refer to market, which there is a single buyer. Monopsony is a single buyer or a purchasing agency, which buys the show, or nearly whole of a commodity or service produced. It may be created when all consumers of a commodity are organized together and/or when only one consumer requires that commodity which no one else requires.

Oligopsony

Oligopsony is a market situation in which there will be a few buyers and many sellers. As the sellers are more and buyers are few, the price of product will be comparatively low but not as low as under monopoly.

Price output determination:

Price output determination under perfect competition:

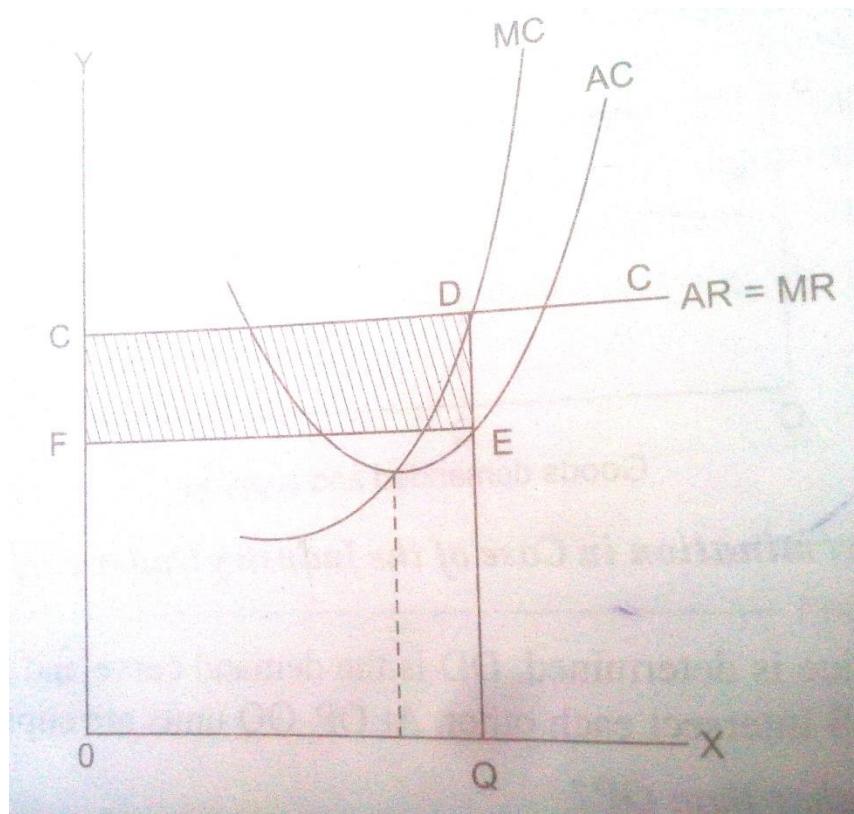
The price and output of the firm are determined based on industry price and its own cost. The process of price output determination is illustrated in the below figure.

The firm's demand curve is horizontal at the price determined in the industry ($MR=AR=Price$). This demand curve is also called AR curve. It is because if all the units are sold at the same price, on an average the revenue to the firm equals its price.

Where the average revenue is constant, it coincides with the marginal revenue. Thus CC is the demand curve representing the price, average revenue, marginal revenue ($Price=AR=MR$).

In the figure the firm satisfies both the conditions:

- a. $MR=MC$
- b. MC curve must cut the MR curve from below.



Price output determination under perfect competition

The firm attains equilibrium point D where $MR=MC$. The firm gets higher profits as long as the price it receives for each unit exceeds the average cost of production.

$OC=QD$, which is the price.

$OF=QE$, which is the average cost.

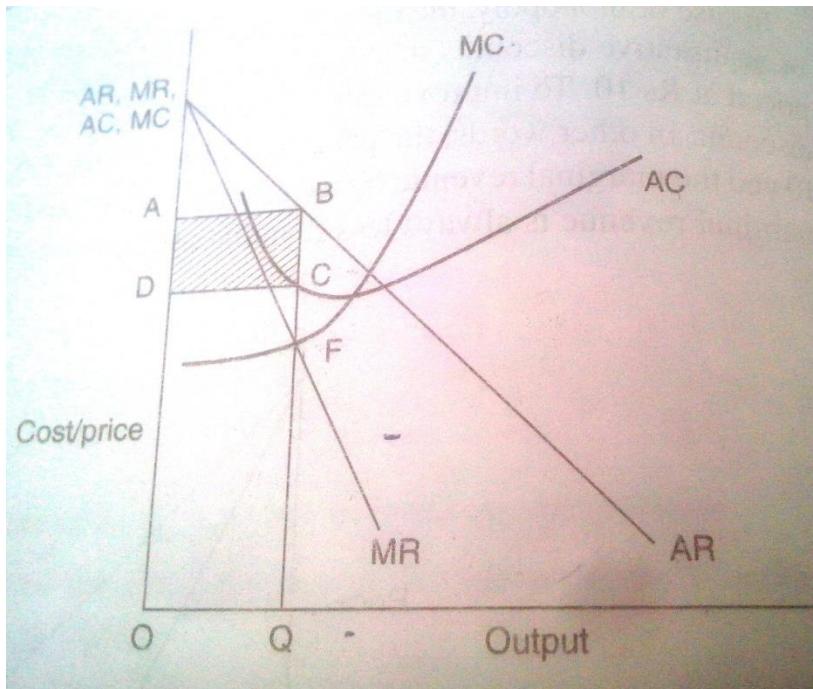
$OQ=FE$, which is the equilibrium output.

DE is the average profit and the area $CDEF$ is the total profit which constitutes the supernormal profits or abnormal profits.

Price output determination under Monopoly:

Under monopoly, the average revenue curve for a firm is a downward sloping one. It is because, if the monopolist reduces the price of his product, the quantity demanded increases and vice versa.

The monopolist always wants to maximize his profits. To achieve maximum profits it is necessary that the marginal revenue should be more than the marginal cost. At point F, where $MR=MC$, profits will be maximized.



Price output determination under Monopoly

From the figure it can be seen that the demand curve or average revenue curve is represented by AR, marginal revenue curve by MR, average cost by AC, marginal cost curve by MC.

OQ is the equilibrium output, OA is the equilibrium price, QC is the average cost and BC is the average profit.

Up to OQ output, MR is greater than MC and beyond OQ, MR is less than MC. Therefore the monopolist will be in equilibrium at output OQ, where $MR=MC$ and profits are maximum. OA is the corresponding price to the output level of OQ. The rectangle ABCD represents the profits earned by the monopolist in the equilibrium position in the short run.

Pricing Methods

- Pricing is an exchange value of the commodity from seller to buyer.
- Fixing price for products is very important exercise. Under pricing will result in losses and over pricing will make the customers run away. To determine pricing in a scientific

manner, it is necessary to understand the pricing objectives, pricing methods, pricing policies, and pricing procedures.

- Pricing for new products and services is relatively a difficult task. It is because there is no prior information available to fix the price.

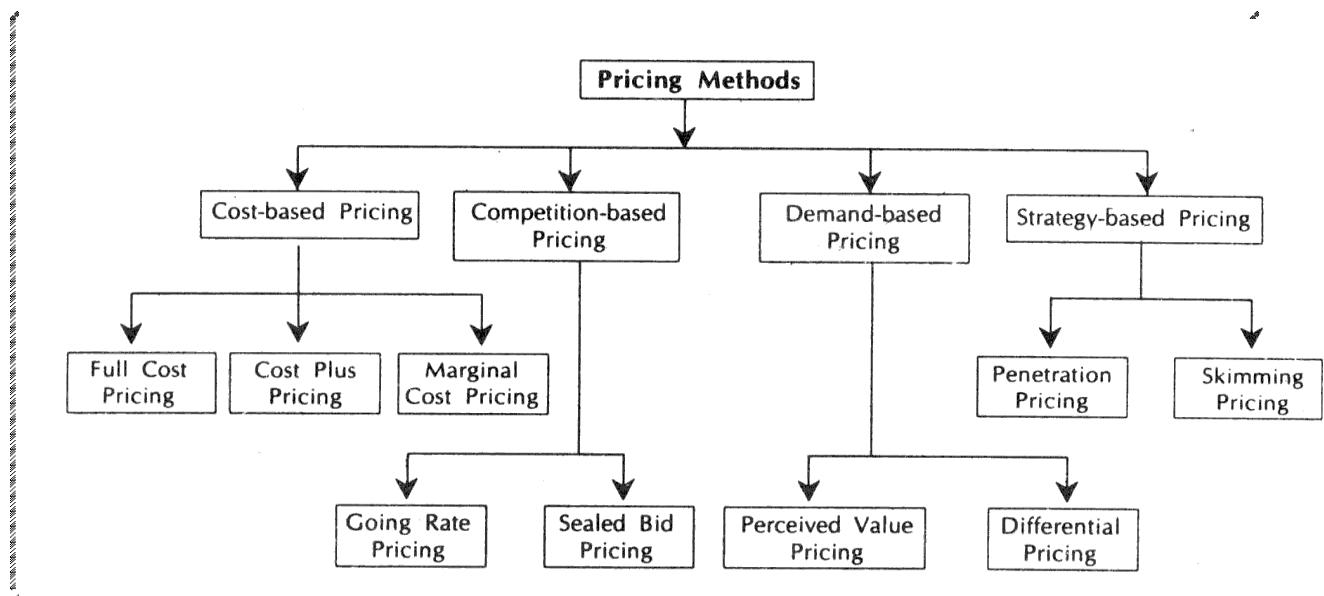
PRICING OBJECTIVES:

- ✓ To maximize profits
- ✓ To increase sales
- ✓ To increase the market share
- ✓ To satisfy customers
- ✓ To meet the competition

PRICING POLICY:

The firm has formulates its pricing policies, particularly when it deals in multiple products. The pricing policies are intended to bring consistency in pricing pattern. For instance to maintain price difference between deluxe models and basic models and so on.

PRICING METHODS: the following are the different methods of pricing



Cost Based Pricing

There are three versions of the cost – based pricing.

1. Full – cost or break even pricing,
2. Cost plus pricing and

3. Marginal cost pricing.

1. Full cost pricing: under this method the price of the product is equal to the cost of producing that product.

- ✓ Price of the product = cost of the product
- ✓ It is very easy to fix the price
- ✓ It is also called as break even pricing

2. Cost plus pricing: this is also called as full cost method or mark up pricing. Here average cost at normal capacity of output is ascertained and then conventional margin of profit is added to the cost to arrive at the price. In other words find out the product units total cost and add a percentage of profit to arrive at the selling price. This method is suitable where the cost keep fluctuating from time to time it is commonly followed in departmental stores, and other retail shops

The disadvantage of in this method is it is not suitable to meet competition.

Price of product= fixed cost per unit + average cost per unit+ some rate of margin

3. Marginal cost pricing: in marginal cost pricing selling price is fixed in such a way that it covers fully the variable cost and contributes towards recovery of fixed cost fully or partly depending up on the market situation.

- ✓ This is also called as target pricing.
- ✓ Selling price = variable cost+ some rate of return

Competition based pricing

Some commodities are priced according to the competition in their markets Thus we have

1. The going rate method of price and
2. The sealed bid pricing technique.

The going rate method of price:

Under this method firm prices its new product according to the prevailing prices of comparable products in the market. If the product is new in the country, then its import cost – inclusive of the costs of certificates, insurance, and freight and customs duty, is used as the basis for pricing. Incidentally, the price is not necessarily equal to the import cost, but to the firm is either new in the country, or is a close substitute or complimentary to some other products, the prices of hitherto existing bands or / and of the related goods are taken in to a account while deciding its price. Thus, when television was first manufactures in India, its import cost must have been a guiding force in its price determination. Similarly, when

Maruti car was first manufactured in India, it must have taken into account the prices of existing cars, price of petrol, price of car accessories, etc. Needless to say, the going rate price could be below or above the average cost and it could even be an economic price.

The sealed bid pricing method

It is quite popular in the case of construction activities and in the disposition of used produces. In this method the prospective seller (buyers) are asked to quote their prices through a sealed cover, all the offers are opened at a preannounce time in the presence of all the competitors, and the one

who quoted the least is awarded the contract (purchase / sale deed). As it sounds, this method is totally competition based and if the competitors unit by any change, the buyers (seller) may have to pay (receive) an exorbitantly high (too low) price, thus there is a great degree of risk attached to this method of pricing.

Demand Based Pricing

The demand – based pricing and strategy – based pricing are quite related. The seller knows rather well that the demand for its product is a decreasing function of the price its sets for product. Thus if seller wishes to sell more he must reduce the price of his product, and if he wants a good price for his product, he could sell only a limited quantity of his good. Demand oriented pricing rules imply establishment of prices in accordance with consumer preference and perceptions and the intensity of demand.

Two general types demand oriented pricing rules can be identified.

- Perceived value pricing and
- Differential pricing

Perceived value pricing: it considers the buyer's perception of the value of the product add the basis of pricing. Here the pricing rule is that the firm must develop procedures for measuring the relative value of the product as perceived by consumers. Differential pricing is nothing but price discrimination. It involves selling a product or service for different prices in different market segments. Price differentiation depends on geographical location of the consumers, type of consumer, purchasing quantity, season, time of the service etc. E.g. Telephone charges, APSRTC charges.

Strategy based pricing (new product pricing)

A firm which products a new product, if it is also new to industry, can earn very good profits if it handles marketing carefully, because of the uniqueness of the product. The price fixed for the new product must keep the competitors away. Earn good profits for the firm over the life of the product and must help to get the product accepted. The company can select either skimming pricing or penetration pricing.

Market Skimming pricing method:

When the product is introduced in the market for the first time, the company follows skimming method under this method the company fixes very high price for product. And decreases when they get maximum profits.

Example: sony TV, dove

Market penetration pricing method:

it is exactly opposite to the skimming method. Here the price of the product is fixed at low prices after getting the customer attention they increase the price of products.

Example: services provided by the hotels.

Two part pricing method:

the firms with market power can enhance profits by the strategy of two part pricing. In this method they charge the customer in two ways one is in the way of registration and the other is getting services provided by them.

Example: country clubs, golf courses, some beauty parlors.

Block Pricing:

it is other way of fixing prices for products. A firm with market power can enhance its profits. We see block pricing in our day to day life very frequently. Here certain number of units of products is offered as a package with a special price in such a way that there is a consumer surplus.

Example: six lux soaps in one pack, 5 magi packets in one pack.

Commodity bundling: here two or more different products bundled together and offered for sale at a single bundle price.

Peak load pricing: during the seasonal periods when the demand is likely higher a firm may enhance profits by setting high price in seasonal period.

Eg: during week ends the bus fare from cities like Bangalore and Hyderabad is very high.

Cross Subsidization: under this method if firm has demand for two or more interdependent products at the time the firm fix normal price for one product and high price for other product for getting overall profitability.

Example: a computer company selling both hard ware and soft ware components at the time they provide hard ware components with normal prices and fix high price for soft ware components.

Transfer pricing: it is internal pricing technique. It refers to a price at which outputs of one department are transferred to inputs for other department. In case of the company having multiple processes, output of one is input for other department the price of the final product is dependent upon the cost of inputs.

Example: the engine department in Kinetic Honda makes the scooter engines and forward these to assemble department, in the assemble department in turn assembles the scooter. Here the price of the engine affects the price of **scooter**.

PRICING STRATEGIES IN TIME OF STIFF COMPETITION:

In market we find the firms which sell same products competing neck-to-neck in price. If the price war leads to price close to marginal cost, firm does not get any profits. In such a situation there are some strategies that are available to the firms. Such as

1. Price matching
2. Promoting brand loyalty
3. Time to time pricing
4. Promotional pricing

Price matching: here then the firm challenges that its price is lowest in market and promises to match a lower price, if offered by anybody else.

Promoting brand loyalty: the firm may spend huge sum of money on advertising to enhance

that its customers do not slip off when a competitor comes up with a quality product at a lower price.

Example; pepsi and coke

Time to time Pricing: where the price of this products or services are large a firm may vary its price in relation to market trends; it is also called as "randomized pricing Strategy".

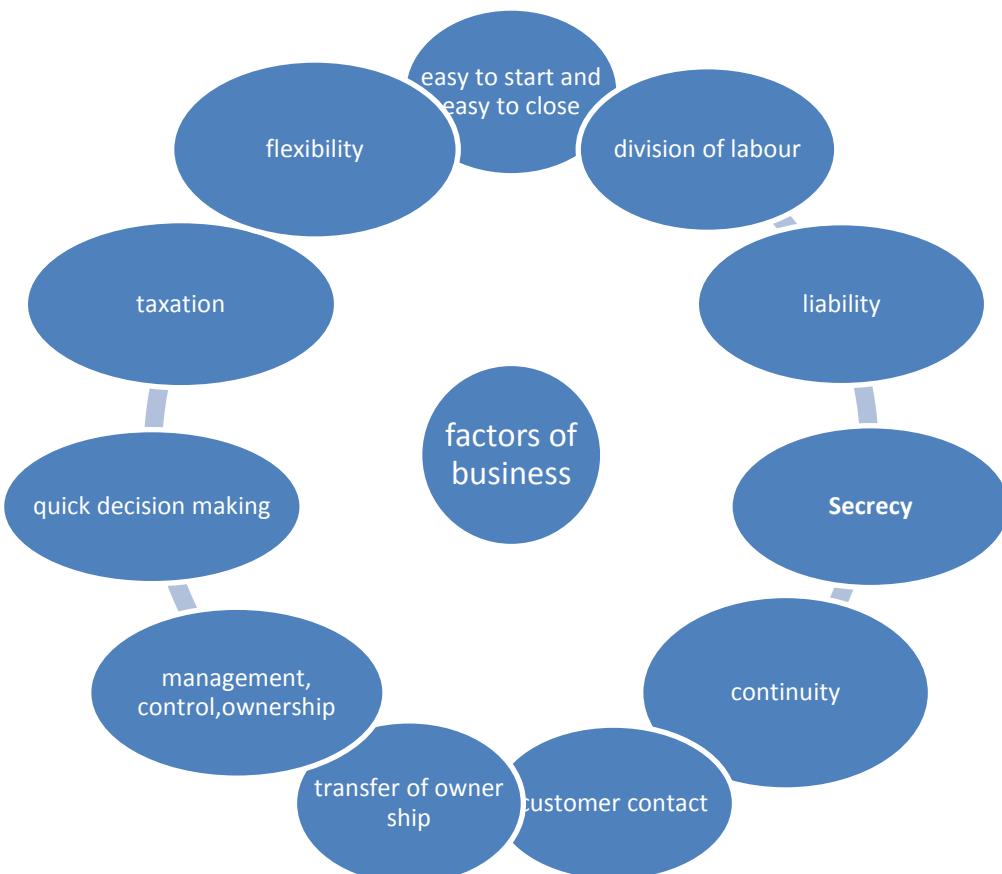
Example: jewellery shops, bank deposits

Promotional pricing strategy: the firm may offer its newly developed product at the most competitive price to promote sales.

Forms of Business Organization

Factors affecting the choice of form of business organization

Before we choose a particular form of business organization, let us study what factors affect such a choice? The following are the factors affecting the choice of a business organization:



- **Easy to start and easy to close:** The form of business organization should be such that it should be easy to close. There should not be hassles or long procedures in the process of setting up business or closing the same.
- **Division of labour:** There should be possibility to divide the work among the available owners.
- **Large amount of resources:** Large volume of business requires large volume of resources. Some forms of business organization do not permit to raise larger resources. Select the one which permits to mobilize the large resources.
- **Liability:** The liability of the owners should be limited to the extent of money invested in business. It is better if their personal properties are not brought into business to make up the losses of the business.
- **Secrecy:** The form of business organization you select should be such that it should permit to take care of the business secrets. We know that century old business units are still surviving only because they could successfully guard their business secrets.
- **Transfer of ownership:** There should be simple procedures to transfer the ownership to the next legal heir.
- **Ownership, Management and control:** If ownership, management and control are in the hands of one or a small group of persons, communication will be effective and coordination will be easier. Where ownership, management and control are widely distributed, it calls for a high degree of professional's skills to monitor the performance of the business.
- **Continuity:** The business should continue forever and ever irrespective of the uncertainties in future.
- **Quick decision-making:** Select such a form of business organization, which permits you to take decisions quickly and promptly. Delay in decisions may invalidate the relevance of the decisions.
- **Personal contact with customer:** Most of the times, customers give us clues to improve business. So choose such a form, which keeps you close to the customers.
- **Flexibility:** In times of rough weather, there should be enough flexibility to shift from one business to the other. The lesser the funds committed in a particular business, the better it is.
- **Taxation:** More profit means more tax. Choose such a form, which permits to pay low tax.

These are the parameters against which we can evaluate each of the available forms of business organizations.

Forms of business organization:

The following are the different forms of business organization:

- ✓ Sole trader or Proprietorship
- ✓ Partnership
- ✓ Joint stock company
- ✓ Public sector enterprises.

SOLE TRADER

The sole trader is the simplest, oldest and natural form of business organization. It is also called sole proprietorship. ‘Sole’ means one. ‘Sole trader’ implies that there is only one trader who is the owner of the business.

It is a one-man form of organization wherein the trader assumes all the risk of ownership carrying out the business with his own capital, skill and intelligence. He is the boss for himself. He has total operational freedom. He is the owner, Manager and controller. He has total freedom and flexibility. Full control lies with him. He can take his own decisions. He can choose or drop a particular product or business based on its merits. He need not discuss this with anybody. He is responsible for himself. This form of organization is popular all over the world. Restaurants, Supermarkets, pan shops, medical shops, hosiery shops etc.

Features

- It is easy to start a business under this form and also easy to close.
- He introduces his own capital. Sometimes, he may borrow, if necessary
- He enjoys all the profits and in case of loss, he lone suffers.
- He has unlimited liability which implies that his liability extends to his personal properties in case of loss.
- He has a high degree of flexibility to shift from one business to the other.
- Business secrets can be guarded well
- There is no continuity. The business comes to a close with the death, illness or insanity of the sole trader. Unless, the legal heirs show interest to continue the business, the business cannot be restored.
- He has total operational freedom. He is the owner, manager and controller.
- He can be directly in touch with the customers.
- He can take decisions very fast and implement them promptly.
- Rates of tax, for example, income tax and so on are comparatively very low.

Advantages

The following are the advantages of the sole trader form of business organization:

1. **Easy to start and easy to close:** Formation of a sole trader form of organization is relatively easy even closing the business is easy.
2. **Personal contact with customers directly:** Based on the tastes and preferences of the customers the stocks can be maintained.
3. **Prompt decision-making:** To improve the quality of services to the customers, he can take any decision and implement the same promptly. He is the boss and he is responsible for his business Decisions relating to growth or expansion can be made promptly.
4. **High degree of flexibility:** Based on the profitability, the trader can decide to continue or change the business, if need be.
5. **Secrecy:** Business secrets can well be maintained because there is only one trader.
6. **Low rate of taxation:** The rate of income tax for sole traders is relatively very low.
7. **Direct motivation:** If there are profits, all the profits belong to the trader himself. In other words. If he works more hard, he will get more profits. This is the direct motivating factor. At the same time, if he does not take active interest, he may stand to lose badly also.
8. **Total Control:** The ownership, management and control are in the hands of the sole trader and hence it is easy to maintain the hold on business.
9. **Minimum interference from government:** Except in matters relating to public interest, government does not interfere in the business matters of the sole trader. The sole trader is free to fix price for his products/services if he enjoys monopoly market.
10. **Transferability:** The legal heirs of the sole trader may take the possession of the business.

Disadvantages

The following are the disadvantages of sole trader form:

- **Unlimited liability:** The liability of the sole trader is unlimited. It means that the sole trader has to bring his personal property to clear off the loans of his business. From the legal point of view, he is not different from his business.
- **Limited amounts of capital:** The resources a sole trader can mobilize cannot be very large and hence this naturally sets a limit for the scale of operations.
- **No division of labour:** All the work related to different functions such as marketing,

production, finance, labour and so on has to be taken care of by the sole trader himself. There is nobody else to take his burden. Family members and relatives cannot show as much interest as the trader takes.

- **Uncertainty:** There is no continuity in the duration of the business. On the death, insanity or insolvency the business may come to an end.
- **Inadequate for growth and expansion:** This form is suitable for only small size, one-man-show type of organizations. This may not really work out for growing and expanding organizations.
- **Lack of specialization:** The services of specialists such as accountants, market researchers, consultants and so on, are not within the reach of most of the sole traders.
- **More competition:** Because it is easy to set up a small business, there is a high degree of competition among the small businessmen and a few who are good in taking care of customer requirements along can service.
- **Low bargaining power:** The sole trader is the receiving end in terms of loans or supply of raw materials. He may have to compromise many times regarding the terms and conditions of purchase of materials or borrowing loans from the finance houses or banks.

PARTNERSHIP

Partnership is an improved form of sole trader in certain respects. Where there are like-minded persons with resources, they can come together to do the business and share the profits/losses of the business in an agreed ratio. Persons who have entered into such an agreement are individually called ‘partners’ and collectively called ‘firm’. The relationship among partners is called a partnership.

Indian Partnership Act, 1932 defines partnership as the relationship between two or more persons who agree to share the profits of the business carried on by all or any one of them acting for all.

Features

- **Relationship:** Partnership is a relationship among persons. It is relationship resulting out of an agreement.
- **Two or more persons:** There should be two or more number of persons.
- **There should be a business:** Business should be conducted.
- **Agreement:** Persons should agree to share the profits/losses of the business
- **Carried on by all or any one of them acting for all:** The business can be carried on by all or any one of the persons acting for all. This means that the business can be carried on

by one person who is the agent for all other persons. Every partner is both an agent and a principal. Agent for other partners and principal for himself. All the partners are agents and the ‘partnership’ is their principal.

The following are the other features:

- **Unlimited liability:** The liability of the partners is unlimited. The partnership and partners, in the eye of law, are not different but one and the same. Hence, the partners have to bring their personal assets to clear the losses of the firm, if any.
- **Number of partners:** According to the Indian Partnership Act, the minimum number of partners should be two and the maximum number is restricted, as given below:
 - 10 partners in case of banking business
 - 20 in case of non-banking business
- **Division of labour:** Because there are more than two persons, the work can be divided among the partners based on their aptitude.
- **Personal contact with customers:** The partners can continuously be in touch with the customers to monitor their requirements.
- **Flexibility:** All the partners are likeminded persons and hence they can take any decision relating to business.

Partnership Deed

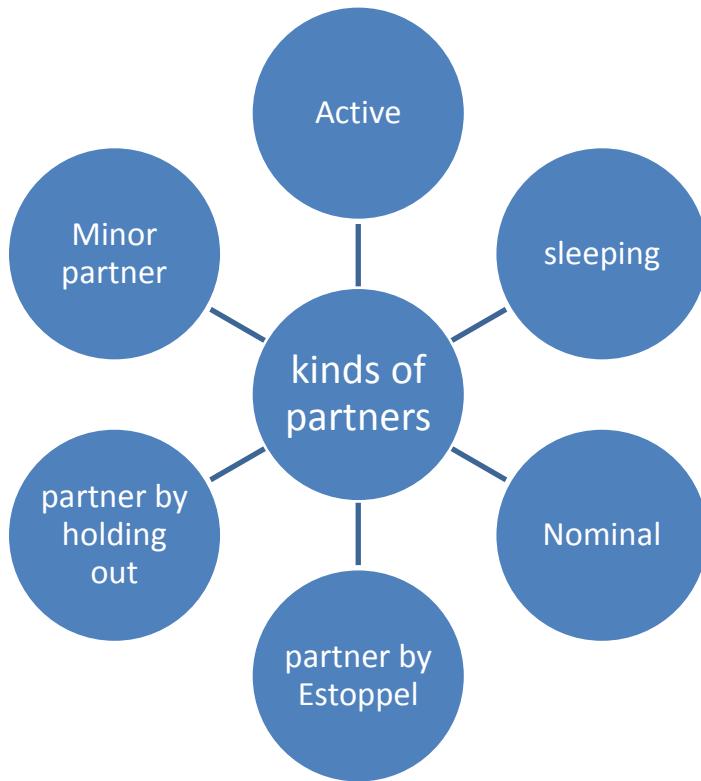
The written agreement among the partners is called ‘the partnership deed’. It contains the terms and conditions governing the working of partnership. The following are contents of the partnership deed.

- Names and addresses of the firm and partners
- Nature of the business proposed
- Duration
- Amount of capital of the partnership and the ratio for contribution by each of the partners.
- Their profit sharing ratio (this is used for sharing losses also)
- Rate of interest charged on capital contributed, loans taken from the partnership and the amounts drawn, if any, by the partners from their respective capital balances.
- The amount of salary or commission payable to any partner
- Procedure to value good will of the firm at the time of admission of a new partner, retirement or death of a partner
- Allocation of responsibilities of the partners in the firm
- Procedure for dissolution of the firm
- Name of the arbitrator to whom the disputes, if any, can be referred to for settlement.

- Special rights, obligations and liabilities of partners(s), if any.

KIND OF PARTNERS

The following are the different kinds of partners:



- **Active Partner:** Active partner takes active part in the affairs of the partnership. He is also called working partner.
- **Sleeping Partner:** Sleeping partner contributes to capital but does not take part in the affairs of the partnership.
- **Nominal Partner:** Nominal partner is partner just for namesake. He neither contributes to capital nor takes part in the affairs of business. Normally, the nominal partners are

those who have good business connections, and are well places in the society.

- **Partner by Estoppels:** Estoppels means behavior or conduct. Partner by estoppels gives an impression to outsiders that he is the partner in the firm. In fact he neither contributes to capital, nor takes any role in the affairs of the partnership.
- **Partner by holding out:** If partners declare a particular person (having social status) as partner and this person does not contradict even after he comes to know such declaration, he is called a partner by holding out and he is liable for the claims of third parties. However, the third parties should prove they entered into contract with the firm in the belief that he is the partner of the firm. Such a person is called partner by holding out.
- **Minor Partner:** Minor has a special status in the partnership. A minor can be admitted for the benefits of the firm. A minor is entitled to his share of profits of the firm. The liability of a minor partner is limited to the extent of his contribution of the capital of the firm.

Right of partners

Every partner has right

- To take part in the management of business
- To express his opinion
- Of access to and inspect and copy and book of accounts of the firm
- To share equally the profits of the firm in the absence of any specific agreement to the contrary
- To receive interest on capital at an agreed rate of interest from the profits of the firm
- To receive interest on loans, if any, extended to the firm.
- To be indemnified for any loss incurred by him in the conduct of the business
- To receive any money spent by him in the ordinary and proper conduct of the business of the firm.

Advantages

The following are the advantages of the partnership from:

- **Easy to form:** Once there is a group of like-minded persons and good business proposal, it is easy to start and register a partnership.
- **Availability of larger amount of capital:** More amount of capital can be raised from

more number of partners.

- **Division of labour:** The different partners come with varied backgrounds and skills. This facilitates division of labour.
- **Flexibility:** The partners are free to change their decisions, add or drop a particular product or start a new business or close the present one and so on.
- **Personal contact with customers:** There is scope to keep close monitoring with customers requirements by keeping one of the partners in charge of sales and marketing. Necessary changes can be initiated based on the merits of the proposals from the customers.
- **Quick decisions and prompt action:** If there is consensus among partners, it is enough to implement any decision and initiate prompt action. Sometimes, it may take more time for the partners on strategic issues to reach consensus.
- **The positive impact of unlimited liability:** Every partner is always alert about his impending danger of unlimited liability. Hence he tries to do his best to bring profits for the partnership firm by making good use of all his contacts

Disadvantages:

The following are the disadvantages of partnership:

- **Formation of partnership is difficult:** Only like-minded persons can start a partnership. It is sarcastically said, 'it is easy to find a life partner, but not a business partner'.
- **Liability:** The partners have joint and several liabilities beside unlimited liability. Joint and several liability puts additional burden on the partners, which means that even the personal properties of the partner or partners can be attached. Even when all but one partner become insolvent, the solvent partner has to bear the entire burden of business loss.
- **Lack of harmony or cohesiveness:** It is likely that partners may not, most often work as a group with cohesiveness. This results in mutual conflicts, an attitude of suspicion and crisis of confidence. Lack of harmony results in delay in decisions and paralyses the entire operations.
- **Limited growth:** The resources when compared to sole trader, a partnership may raise little more. But when compared to the other forms such as a company, resources raised in this form of organization are limited. Added to this, there is a restriction on the maximum number of partners.
- **Instability:** The partnership form is known for its instability. The firm may be dissolved on death, insolvency or insanity of any of the partners.
- **Lack of Public confidence:** Public and even the financial institutions look at the unregistered firm with a suspicious eye. Though registration of the firm under the Indian Partnership Act is a solution of such problem, this cannot revive public confidence into

this form of organization overnight. The partnership can create confidence in other only with their performance.

JOINT STOCK COMPANY

The joint stock company emerges from the limitations of partnership such as joint and several liability, unlimited liability, limited resources and uncertain duration and so on. Normally, to take part in a business, it may need large money and we cannot foretell the fate of business. It is not literally possible to get into business with little money. Against this background, it is interesting to study the functioning of a joint stock company. The main principle of the joint stock company from is to provide opportunity to take part in business with a low investment as possible say Rs.1000. Joint Stock Company has been a boon for investors with moderate funds to invest.

The word ‘ company’ has a Latin origin, com means ‘ come together’, pany means ‘ bread’, joint stock company means, people come together to earn their livelihood by investing in the stock of company jointly.

Company Defined

Lord justice Lindley explained the concept of the joint stock company from of organization as ‘an association of many persons who contribute money or money’s worth to a common stock and employ it for a common purpose.

Features

This definition brings out the following features of the company:

- **Artificial person:** The Company has no form or shape. It is an artificial person created by law. It is intangible, invisible and existing only, in the eyes of law.
- **Separate legal existence:** it has an independence existence, it separate from its members. It can acquire the assets. It can borrow for the company. It can sue other if they are in default in payment of dues, breach of contract with it, if any. Similarly, outsiders for any claim can sue it. A shareholder is not liable for the acts of the company. Similarly, the shareholders cannot bind the company by their acts.
- **Voluntary association of persons:** The Company is an association of voluntary association of persons who want to carry on business for profit. To carry on business, they need capital. So they invest in the share capital of the company.

- **Limited Liability:** The shareholders have limited liability i.e., liability limited to the face value of the shares held by him. In other words, the liability of a shareholder is restricted to the extent of his contribution to the share capital of the company. The shareholder need not pay anything, even in times of loss for the company, other than his contribution to the share capital.
- **Capital is divided into shares:** The total capital is divided into a certain number of units. Each unit is called a share. The price of each share is priced so low that every investor would like to invest in the company. The companies promoted by promoters of good standing (i.e., known for their reputation in terms of reliability character and dynamism) are likely to attract huge resources.
- **Transferability of shares:** In the company form of organization, the shares can be transferred from one person to the other. A shareholder of a public company can sell his holding of shares at his will. However, the shares of a private company cannot be transferred. A private company restricts the transferability of the shares.
- **Common Seal:** As the company is an artificial person created by law has no physical form, it cannot sign its name on a paper; so, it has a common seal on which its name is engraved. The common seal should affix every document or contract; otherwise the company is not bound by such a document or contract.
- **Perpetual succession:** ‘Members may come and members may go, but the company continues for ever and ever’ A company has uninterrupted existence because of the right given to the shareholders to transfer the shares.
- **Ownership and Management separated:** The shareholders are spread over the length and breadth of the country, and sometimes, they are from different parts of the world. To facilitate administration, the shareholders elect some among themselves or the promoters of the company as directors to a Board, which looks after the management of the business. The Board recruits the managers and employees at different levels in the management. Thus the management is separated from the owners.
- **Winding up:** Winding up refers to the putting an end to the company. Because law creates it, only law can put an end to it in special circumstances such as representation from creditors of financial institutions, or shareholders against the company that their interests are not safeguarded. The company is not affected by the death or insolvency of any of its members.
- **The name of the company ends with ‘limited’:** it is necessary that the name of the company ends with limited (Ltd.) to give an indication to the outsiders that they are dealing with the company with limited liability and they should be careful about the liability aspect of their transactions with the company.

Formation of Joint Stock company

There are two stages in the formation of a joint stock company. They are:

- To obtain Certificates of Incorporation
- To obtain certificate of commencement of Business

Certificate of Incorporation: The certificate of Incorporation is just like a ‘date of birth’ certificate. It certifies that a company with such and such a name is born on a particular day.

Certificate of commencement of Business: A private company need not obtain the certificate of commencement of business. It can start its commercial operations immediately after obtaining the certificate of Incorporation.

The persons who conceive the idea of starting a company and who organize the necessary initial resources are called promoters. The vision of the promoters forms the backbone for the company in the future to reckon with.

The promoters have to file the following documents, along with necessary fee, with a registrar of joint stock companies to obtain certificate of incorporation:

- **Memorandum of Association:** The Memorandum of Association is also called the charter of the company. It outlines the relations of the company with the outsiders. It furnishes all its details in six clause such as (ii) Name clause (II) situation clause (iii) objects clause (iv) Capital clause and (vi) subscription clause duly executed by its subscribers.
- **Articles of association:** Articles of Association furnishes the byelaws or internal rules government the internal conduct of the company.
- The list of names and address of the proposed directors and their willingness, in writing to act as such, in case of registration of a public company.
- A statutory declaration that all the legal requirements have been fulfilled. The declaration has to be duly signed by any one of the following: Company secretary in whole practice, the proposed director, legal solicitor, chartered accountant in whole time practice or advocate of High court.

The registrar of joint stock companies peruses and verifies whether all these documents are in order or not. If he is satisfied with the information furnished, he will register the documents and then issue a certificate of incorporation, if it is private company, it can start its business operation immediately after obtaining certificate of incorporation.

Advantages

The following are the advantages of a joint Stock Company

- **Mobilization of larger resources:** A joint stock company provides opportunity for the investors to invest, even small sums, in the capital of large companies. The facilities rising of larger resources.
- **Separate legal entity:** The Company has separate legal entity. It is registered under Indian Companies Act, 1956.
- **Limited liability:** The shareholder has limited liability in respect of the shares held by him. In no case, does his liability exceed more than the face value of the shares allotted to him.
- **Transferability of shares:** The shares can be transferred to others. However, the private company shares cannot be transferred.
- **Liquidity of investments:** By providing the transferability of shares, shares can be converted into cash.
- **Inculcates the habit of savings and investments:** Because the share face value is very low, this promotes the habit of saving among the common man and mobilizes the same towards investments in the company.
- **Democracy in management:** the shareholders elect the directors in a democratic way in the general body meetings. The shareholders are free to make any proposals, question the practice of the management, suggest the possible remedial measures, as they perceive, The directors respond to the issue raised by the shareholders and have to justify their actions.
- **Economics of large scale production:** Since the production is in the scale with large funds at
- **Continued existence:** The Company has perpetual succession. It has no natural end. It continues forever and ever unless law put an end to it.
- **Institutional confidence:** Financial Institutions prefer to deal with companies in view of their professionalism and financial strengths.
- **Professional management:** With the larger funds at its disposal, the Board of Directors recruits competent and professional managers to handle the affairs of the company in a professional manner.
- **Growth and Expansion:** With large resources and professional management, the company can earn good returns on its operations, build good amount of reserves and further consider the proposals for growth and expansion.

All that shines is not gold. The company from of organization is not without any disadvantages. The following are the disadvantages of joint stock companies.

Disadvantages

- **Formation of company is a long drawn procedure:** Promoting a joint stock company involves a long drawn procedure. It is expensive and involves large number of legal formalities.
- **High degree of government interference:** The government brings out a number of rules and regulations governing the internal conduct of the operations of a company such as meetings, voting, audit and so on, and any violation of these rules results into statutory lapses, punishable under the companies act.
- **Inordinate delays in decision-making:** As the size of the organization grows, the number of levels in organization also increases in the name of specialization. The more the number of levels, the more is the delay in decision-making. Sometimes, so-called professionals do not respond to the urgencies as required. It promotes delay in administration, which is referred to 'red tape and bureaucracy'.
- **Lack or initiative:** In most of the cases, the employees of the company at different levels show slack in their personal initiative with the result, the opportunities once missed do not recur and the company loses the revenue.
- **Lack of responsibility and commitment:** In some cases, the managers at different levels are afraid to take risk and more worried about their jobs rather than the huge funds invested in the capital of the company lose the revenue.
- **Lack of responsibility and commitment:** In some cases, the managers at different levels are afraid to take risk and more worried about their jobs rather than the huge funds invested in the capital of the company. Where managers do not show up willingness to take responsibility, they cannot be considered as committed. They will not be able to handle the business risks.

PUBLIC ENTERPRISES

Public enterprises occupy an important position in the Indian economy. Today, public enterprises provide the substance and heart of the economy. Its investment of over Rs.10,000 crore is in heavy and basic industry, and infrastructure like power, transport and communications. The concept of public enterprise in Indian dates back to the era of pre-independence.

Genesis of Public Enterprises

In consequence to declaration of its goal as socialistic pattern of society in 1954, the Government of India realized that it is through progressive extension of public enterprises only, the following aims of our five years plans can be fulfilled.

- Higher production
- Greater employment
- Economic equality, and

- Dispersal of economic power

The government found it necessary to revise its industrial policy in 1956 to give it a socialistic bent.

Need for Public Enterprises

The Industrial Policy Resolution 1956 states the need for promoting public enterprises as follows:

- To accelerate the rate of economic growth by planned development
- To speed up industrialization, particularly development of heavy industries and to expand public sector and to build up a large and growing cooperative sector.
- To increase infrastructure facilities
- To disperse the industries over different geographical areas for balanced regional development
- To increase the opportunities of gainful employment
- To help in raising the standards of living
- To reducing disparities in income and wealth (By preventing private monopolies and curbing concentration of economic power and vast industries in the hands of a small number of individuals)

Achievements of public Enterprises

The achievements of public enterprise are vast and varied. They are:

- Setting up a number of public enterprises in basic and key industries
- Generating considerably large employment opportunities in skilled, unskilled, supervisory and managerial cadres.
- Creating internal resources and contributing towards national exchequer for funds for development and welfare.
- Bringing about development activities in backward regions, through locations in different areas of the country.
- Assisting in the field of export promotion and conservation of foreign exchange.
- Creating viable infrastructure and bringing about rapid industrialization (ancillary industries developed around the public sector as its nucleus).
- Restricting the growth of private monopolies
- Stimulating diversified growth in private sector
- Taking over sick industrial units and putting them, in most of the cases, in order,

- Creating financial systems, through a powerful networking of financial institutions, development and promotional institutions, which has resulted in social control and social orientation of investment, credit and capital management systems.
- Benefiting the rural areas, priority sectors, small business in the fields of industry, finance, credit, services, trade, transport, consultancy and so on.

Let us see the different forms of public enterprise and their features now.

Forms of public enterprises

Public enterprises can be classified into three forms:

- Departmental undertaking
- Public corporation
- Government company

These are explained below

Departmental Undertaking

This is the earliest form of public enterprise. Under this form, the affairs of the public enterprise are carried out under the overall control of one of the departments of the government. The government department appoints a managing director (normally a civil servant) for the departmental undertaking. He will be given the executive authority to take necessary decisions. The departmental undertaking does not have a budget of its own. As and when it wants, it draws money from the government exchequer and when it has surplus money, it deposits it in the government exchequer. However, it is subject to budget, accounting and audit controls.

Examples for departmental undertakings are Railways, Department of Posts, All India Radio, Doordarshan, Defence undertakings like DRDL, DLRL, ordinance factories, and such.

Features

- **Under the control of a government department:** The departmental undertaking is not an independent organization. It has no separate existence. It is designed to work under close control of a government department. It is subject to direct ministerial control.
- **More financial freedom:** The departmental undertaking can draw funds from government account as per the needs and deposit back when convenient.
- **Like any other government department:** The departmental undertaking is almost similar to any other government department

- **Budget, accounting and audit controls:** The departmental undertaking has to follow guidelines (as applicable to the other government departments) underlying the budget preparation, maintenance of accounts, and getting the accounts audited internally and by external auditors.
- **More a government organization, less a business organization**. The set up of a departmental undertaking is more rigid, less flexible, slow in responding to market needs.

Advantages

- **Effective control:** Control is likely to be effective because it is directly under the Ministry.
- **Responsible Executives:** Normally the administration is entrusted to a senior civil servant. The administration will be organized and effective.
- **Less scope for mystification of funds:** Departmental undertaking does not draw any money more than is needed, that too subject to ministerial sanction and other controls. So chances for mis-utilisation are low.
- **Adds to Government revenue:** The revenue of the government is on the rise when the revenue of the departmental undertaking is deposited in the government account

Disadvantages

- **Decisions delayed:** Control is centralized. This results in lower degree of flexibility. Officials in the lower levels cannot take initiative. Decisions cannot be fast and actions cannot be prompt.
- **No incentive to maximize earnings:** The departmental undertaking does not retain any surplus with it. So there is no incentive for maximizing the efficiency or earnings.
- **Slow response to market conditions:** Since there is no competition, there is no profit motive; there is no incentive to move swiftly to market needs.
- **Redtapism and bureaucracy:** The departmental undertakings are in the control of a civil servant and under the immediate supervision of a government department. Administration gets delayed substantially.
- **Incidence of more taxes:** At times, in case of losses, these are made up by the government funds only. To make up these, there may be a need for fresh taxes, which is undesirable.

Any business organization to be more successful needs to be more dynamic, flexible, and responsive to market conditions, fast in decision making and prompt in actions. None of these qualities figure in the features of a departmental undertaking. It is true that departmental undertaking operates as an extension to the government. With the result, the government may miss

certain business opportunities. So as not to miss business opportunities, the government has thought of another form of public enterprise, that is, Public corporation.

PUBLIC CORPORATION

Having released that the routing government administration would not be able to cope up with the demand of its business enterprises, the Government of India, in 1948, decided to organize some of its enterprises as statutory corporations. In pursuance of this, Industrial Finance Corporation, Employees' State Insurance Corporation was set up in 1948.

Public corporation is a 'right mix of public ownership, public accountability and business management for public ends'. The public corporation provides machinery, which is flexible, while at the same time retaining public control.

Definition

A public corporation is defined as a 'body corporate create by an Act of Parliament or Legislature and notified by the name in the official gazette of the central or state government. It is a corporate entity having perpetual succession, and common seal with power to acquire, hold, dispose off property, sue and be sued by its name".

Examples of a public corporation are Life Insurance Corporation of India, Unit Trust of India, Industrial Finance Corporation of India, Damodar Valley Corporation and others.

Features

- **A body corporate:** It has a separate legal existence. It is a separate company by itself. If can raise resources, buy and sell properties, by name sue and be sued.
- **More freedom and day-to-day affairs:** It is relatively free from any type of political interference. It enjoys administrative autonomy.
- **Freedom regarding personnel:** The employees of public corporation are not government civil servants. The corporation has absolute freedom to formulate its own personnel policies and procedures, and these are applicable to all the employees including directors.
- **Perpetual succession:** A statute in parliament or state legislature creates it. It continues forever and till a statue is passed to wind it up.
- **Financial autonomy:** Through the public corporation is fully owned government organization, and the initial finance are provided by the Government, it enjoys total financial autonomy, Its income and expenditure are not shown in the annual budget of the government, it enjoys total financial autonomy. Its income and expenditure are not shown

in the annual budget of the government. However, for its freedom it is restricted regarding capital expenditure beyond the laid down limits, and raising the capital through capital market.

- **Commercial audit:** Except in the case of banks and other financial institutions where chartered accountants are auditors, in all corporations, the audit is entrusted to the comptroller and auditor general of India.
- **Run on commercial principles:** As far as the discharge of functions, the corporation shall act as far as possible on sound business principles.

Advantages

- **Independence, initiative and flexibility:** The corporation has an autonomous set up. So it is independent, take necessary initiative to realize its goals, and it can be flexible in its decisions as required.
- **Scope for Redtapism and bureaucracy minimized:** The Corporation has its own policies and procedures. If necessary they can be simplified to eliminate redtapism and bureaucracy, if any.
- **Public interest protected:** The corporation can protect the public interest by making its policies more public friendly, Public interests are protected because every policy of the corporation is subject to ministerial directives and board parliamentary control.
- **Employee friendly work environment:** Corporation can design its own work culture and train its employees accordingly. It can provide better amenities and better terms of service to the employees and thereby secure greater productivity.
- **Competitive prices:** the corporation is a government organization and hence can afford with minimum margins of profit, It can offer its products and services at competitive prices.
- **Economics of scale:** By increasing the size of its operations, it can achieve economics of large-scale production.
- **Public accountability:** It is accountable to the Parliament or legislature; it has to submit its annual report on its working results.

Disadvantages

- **Continued political interference:** the autonomy is on paper only and in reality, the continued.
- **Misuse of Power:** In some cases, the greater autonomy leads to misuse of power. It takes time to unearth the impact of such misuse on the resources of the corporation. Cases of misuse of power defeat the very purpose of the public corporation.
- **Burden for the government:** Where the public corporation ignores the commercial

principles and suffers losses, it is burdensome for the government to provide subsidies to make up the losses.

Government Company

Section 617 of the Indian Companies Act defines a government company as “any company in which not less than 51 percent of the paid up share capital” is held by the Central Government or by any State Government or Governments or partly by Central Government and partly by one or more of the state Governments and includes and company which is subsidiary of government company as thus defined”.

A government company is the right combination of operating flexibility of privately organized companies with the advantages of state regulation and control in public interest.

Government companies differ in the degree of control and their motive also.

Some government companies are promoted as

- industrial undertakings (such as Hindustan Machine Tools, Indian Telephone Industries, and so on)
- Promotional agencies (such as National Industrial Development Corporation, National Small Industries Corporation, and so on) to prepare feasibility reports for promoters who want to set up public or private companies.
- Agency to promote trade or commerce. For example, state trading corporation, Export Credit Guarantee Corporation and so such like.
- A company to take over the existing sick companies under private management (E.g. Hindustan Shipyard)
- A company established as a totally state enterprise to safeguard national interests such as Hindustan Aeronautics Ltd. And so on.
- Mixed ownership company in collaboration with a private consult to obtain technical know how and guidance for the management of its enterprises, e.g. Hindustan Cables)

Features

The following are the features of a government company:

- **Like any other registered company:** It is incorporated as a registered company under the Indian companies Act. 1956. Like any other company, the government company has separate legal existence. Common seal, perpetual succession, limited liability, and so on. The provisions of the Indian Companies Act apply for all matters relating to formation, administration and winding up. However, the government has a right to exempt the application of any provisions of the government companies.

- **Shareholding:** The majority of the share are held by the Government, Central or State, partly by the Central and State Government(s), in the name of the President of India, It is also common that the collaborators and allotted some shares for providing the transfer of technology.
- **Directors are nominated:** As the government is the owner of the entire or majority of the share capital of the company, it has freedom to nominate the directors to the Board. Government may consider the requirements of the company in terms of necessary specialization and appoints the directors accordingly.
- **Administrative autonomy and financial freedom:** A government company functions independently with full discretion and in the normal administration of affairs of the undertaking.
- **Subject to ministerial control:** Concerned minister may act as the immediate boss. It is because it is the government that nominates the directors, the minister issue directions for a company and he can call for information related to the progress and affairs of the company any time.

Advantages

- **Formation is easy:** There is no need for an Act in legislature or parliament to promote a government company. A Government company can be promoted as per the provisions of the companies Act. Which is relatively easier?
- **Separate legal entity:** It retains the advantages of public corporation such as autonomy, legal entity.
- **Ability to compete:** It is free from the rigid rules and regulations. It can smoothly function with all the necessary initiative and drive necessary to complete with any other private organization. It retains its independence in respect of large financial resources, recruitment of personnel, management of its affairs, and so on.
- **Flexibility:** A Government company is more flexible than a departmental undertaking or public corporation. Necessary changes can be initiated, which the framework of the company law. Government can, if necessary, change the provisions of the Companies Act. If found restricting the freedom of the government company. The form of Government Company is so flexible that it can be used for taking over sick units promoting strategic industries in the context of national security and interest.
- **Quick decision and prompt actions:** In view of the autonomy, the government company take decision quickly and ensure that the actions and initiated promptly.
- **Private participation facilitated:** Government company is the only from providing scope for private participation in the ownership. The facilities to take the best, necessary to conduct the affairs of business, from the private sector and also from the public sector.

Disadvantages

- **Continued political and government interference:**

Government seldom leaves the government company to function on its own. Government is the major shareholder and it dictates its decisions to the Board. The Board of Directors gets these approved in the general body. There were a number of cases where the operational polices were influenced by the whims and fancies of the civil servants and the ministers.

- **Higher degree of government control:** The degree of government control is so high that

the government company is reduced to mere adjuncts to the ministry and is, in majority of the cases, not treated better than the subordinate organization or offices of the government.

- **Evades constitutional responsibility:** A government company is created by executive action of the government without the specific approval of the parliament or Legislature.

- **Poor sense of attachment or commitment:** The members of the Board of Management of government companies and from the ministerial departments in their ex-officio capacity. They lack the sense of attachment and do not reflect any degree of commitment to lead the company in a competitive environment.

- **Divided loyalties:** The employees are mostly drawn from the regular government departments for a defined period. After this period, they go back to their government departments and hence their divided loyalty dilutes their interest towards their job in the government company.

- **Flexibility on paper:** The powers of the directors are to be approved by the concerned Ministry, particularly the power relating to borrowing, increase in the capital, appointment of top officials, entering into contracts for large orders and restrictions on

capital expenditure. The government companies are rarely allowed to exercise their flexibility and independence.

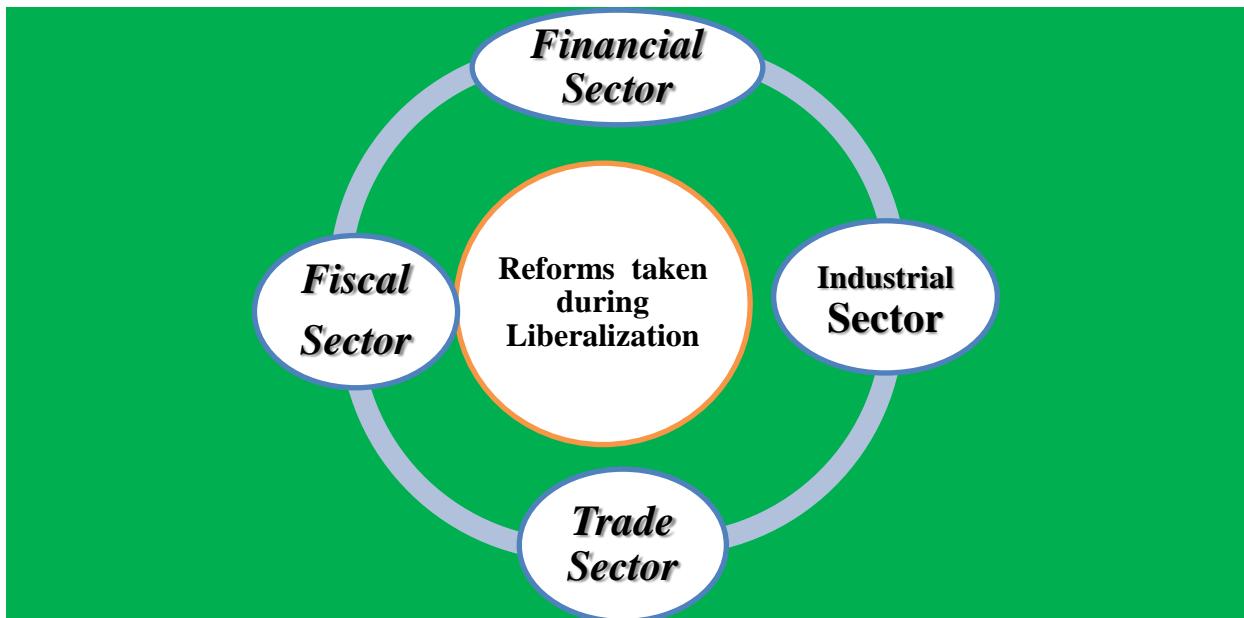
Economic Liberalization:

“Economic liberalization is generally defined as the loosening of government regulations in a country to allow for private sector companies to operate business transactions with fewer restrictions. In relation to developing countries, this term refers to opening of their economic borders to multinationals and foreign investment.”

Reasons for liberalization:

- A Balance of Payments (BOP) crisis in 1991 which pushed the country to near bankruptcy
- The Rupee devalued and economic reforms were forced upon India
- India central bank had refused new credit and foreign exchange reserves had reduced to the point that India could barely finance three weeks' worth of imports
- No FDI & FII Investments in India

Components in liberalization



1. Industrial sector Liberalization:

Industrial Sector was among the first sectors to be liberalized in India in a series of measures. Industrial licensing has been abolished except in a small number of sectors where it has been retained on strategic considerations.

- ❖ Abolition of industrial licensing
- ❖ Reduction in reservation of public sector
- ❖ Facilitated easy access to foreign technology
- ❖ Restriction were removed on expansion and,
- ❖ Opening the economy to FDI.

2. Financial Sector Reforms: Financial liberalization (FL) refers to the deregulation of - domestic financial markets and the liberalization of the capital account.

In one view, it strengthens financial development and contributes to higher long-run growth. In another view, it induces excessive risk-taking, increases macroeconomic volatility and leads to more frequent crises.

- Banking sector reforms
- Insurance sector reforms
- Capital market reforms

3. Trade Sector reforms:

Trade policy allowing domestic providers (of goods and/or services) to compete more freely in world markets and foreign providers to compete more freely in domestic markets

4. **Fiscal Sector Reforms:** Fiscal sector deals with government revenue and expenditure to words public. The government change were made In their fiscal policy due to liberalization process, such as

- ❖ Improving tax administration for raising large revenue
- ❖ Reducing subsidies
- ❖ Privatization for improving fiscal position
- ❖ Reduction of agriculture tax
- ❖ Reduction of on-developmental expenditure
- ❖ Check on black money

Advantages of liberalization:

1. **Improvement in Health care:** liberalization has also positively affected the overall health care situation in the country. More and more medical innovations are coming which are improving the health condition. The infant mortality rate and the malnutrition rate have significantly come down since the last decade. All these factors clearly provide that the globalization helped to reduce the India's poverty level.
2. **Growth of agriculture:** a major portion of th4e poverty level in India is from the rural areas whose staple from income is agriculture and farming. Due to the globalization, Indian agriculture has improved to some extent which has helped to reduce the poverty problems in the rural masses.

3. **Employment Generation:** liberalization also put effect on employment scenario of the country. Over the years due to the liberalization policies, India has become a consumer oriented market where the changes are brought by demand and supply forces. Due to the right demand and supply chains, there has been significant growth in the market. As such more and more job opportunities have been created in different sectors. This increase per capital income which has improved poverty level great extent.
4. **Economic Growth:** the first liberalization policies were framed by the finance minister Dr. Manmohan Singh to encourage the wake of globalization in India. Since then the economic conditions of India has significantly increased. Over the years India has gradually become one of the fastest growing economies in the world. It has become the 4th largest economy in the world in terms of purchasing power parity (PPP). It has been expected that the average yearly economic growth will range between 6% and 7%.
5. **Mergers in India:** the extents which cross border mergers and acquisitions are growing due to the globalization process. It has been observed of late that there are several sectors of the economy that heating up with a number of cross border mergers and global alliances. This is only to improve the economic state of the country.

Disadvantages or negative impacts of Liberalization:

1. **Reduce Profits:** liberalisation always opposed by domestic industries that would have their profits and market share reduced by lowering the prices for imported goods.
2. **Exploitation of workers:** socialists frequently oppose liberalization the ground that it allows maximum exploitation of workers by capital.
3. **Reduce economic freedom:** liberalization is opposed by many anti globalization groups, based on their assertion that free trade agreements generally do not increase the economic freedom of the poor or the working class and frequently make them poorer.
4. **Short term adjustments:** even though the economy is likely to benefit from the process if liberalization over time, certain short term adjustments may be so positive. If availability of imports causes a local company to lose its market share, there could be a short term impact in terms of layoffs of workers.
5. **Effect on Capital;** it makes easier to move capital from one country to other. Global institutions such as world trade organization exist to make this movement easier, by encouraging member states to change laws and regulations that eliminate barriers to

capital flow. However rapid inflow or outflow of capital can impact national economies negatively. For example withdrawal of capital from East-Asian countries in the late precipitated a financial crisis.

Privatization

Definition:" Any process which reduces the involvement of the state or the central government in the nation's economic affairs is a privatization process."

Privatization means transformation of ownership or management of an enterprise from the public sector to private sector.

Modes of Privatization:

1. **Initial public offer:** under this method the shares of the public sector undertaking are sold to the retail investors and institutions.
2. **Strategic Sale:** in this method the government sells its shares to the- strategic partner
3. **Sales to foreigners:** this is variant of strategic sale method. In this method the buyer of public shares is foreigner.
4. **Management employee buy outs:** In this method managers and employees themselves buy major stakes in their firm.
5. **Divestiture:** this is also known as privatization of ownership. The public enterprises sell their equities to the public or private enterprise. In countries where there are capital market is well developed there this method is popular.
6. **Managerial Privatization:** while the management of public enterprise is remains with the hands of government, the top executive and the board of directors are drawn from the private sector.
7. **Franchising:** public enterprise may develop new technology in products/service which are then franchised to private sector companies for more production. So that the public enterprise do not invest additional manufacturing facilities.

8. **Leasing:** in this case the ownership remains with the public enterprise. They lease out assets, particularly ideal and underutilized ones, to the private sector.
9. **Contracting out:** another form of privatization is contracting out. It is common method in public works defense and many specialized services. Contracts for road constructions, bridge construction and maintenance common in countries like India.
10. **Liquidation:** this is another important form of privatization of public enterprise. Liquidation may be either formal or informal. Formal liquidation refers to the closure of an enterprise and sale of its assets.

Positive impact of Privatization in India:

1. **Provide the necessary impulse to the Underperforming PSU's:** public sector undertakings (PSU's) are outdone by private sectors competitively. When compared the latter shows better results in terms of revenue and efficiency and productivity. Hence privatization can provide the necessary impulse to the under-developing PSU's.
2. **Provide momentum in the competitive sector:** privatization brings about radical structure changes providing momentum in the competitive sector.
3. **Foster sustainable competitive advantage:** privatization leads to adoption of the global best practices along with management and motivation of the best human talent to foster sustainable competitive advantage and improvised management of resources.
4. **Improve financial health:** privatization has a positive impact on the financial health of the sector which was previously state dominated by way of reducing the deficits and debts.
5. **Beneficial for growth of employees:** it can initially have an undesirable impact on the employees but gradually in long term shall prove beneficial for the growth and prosperity of the employees.
6. **Better services to the customers:** privatized enterprises provide better and prompt services to the customers and help in improving the overall infrastructure of the economy.

Negative impacts of privatization in India:

1. **Ignore social Objective:** private sector focuses on earning more profits but less on social objective unlike public sector that initiate socially viable in case of emergencies.
2. **Lack of transparency:** there is lack of transparency in private sector and stake holders do not get the complete information about the functionality of the enterprise.

3. **Support to unfair practices:** it has provided unnecessary support to the corruption and illegitimate ways of accomplishments of licenses and business deals amongst the government and private bidders. Lobbying and bribery are common issues in privatization
4. **Loss the mission:** privatization loss the mission for which the organization were started and profit making agenda motivates to do malpractices like production of lower quality products etc..
5. **High employee turnover:** privatization results in high employee turnover and a lot of investment are required to train the new employees and unskilled employees to latest technologies.
6. **Conflict of interest:** there can be a conflict of interest among the management and the shareholders in the performance of private company.
7. **Escalate Price Inflation:** privatization escalate prices of the products, in general private companies cannot enjoy government subsidies after the deal this and the burden of this inflation effects the common man.

Globalization

WHAT IS GLOBALISATION?

- Economic interdependence of countries world- wide through increase in volume of and variety of cross border transactions in goods and services and international capital flow and also through the more rapid and widespread diffusion of technology.

Factors favoring Globalization in India:

1. **Human resources:** in India there are low cost labors. Apart from this, there are several other aspects of human resources to India's favor. India has one of the largest pools of scientists' and technical manpower.
2. **Wide base:** India had a very broad resources and industrial base, which can support a variety of business.

3. **Growing entrepreneurship:** many of the established industries are planning to go international in a big way. Added to this is the considerable growth of new and dynamic entrepreneurs who could make a significant contribution to the globalization of India business.
4. **Growing Domestic Market:** The growing domestic market enables the Indian companies to consolidate their position and to gain more strength to make foray into market or to expand their foreign business.
5. **Niche Markets:** The growing population and disposable income and the resultant expanding internal market provide enormous business opportunities.
6. **NRI's:** The large number of non residence Indians who are resourceful in terms of capital, skills, experience, exposure, ideas etc.- is an asset, which can contribute to the India business. The contribution of the overseas Chinese to the recent impressive industrial development of china may be noted here.
7. **Expanding markets:** The growing population and expandable income and the resulted expanding internal market provides enormous market.
8. **Economic liberalization:** The economic liberalization of India is a encouraging factor of globalization. The relicensing of industries, removal of restrictions and growth, opening up of industries earlier reserved for public sector, import liberalization, liberalization of policy towards the foreign capital and technology, etc., to encourage globalization of Indian regions.
9. **Competition:** Growing competition both within the country and abroad, proverbs any Indian companies to look to foreign markets seriously to improve their competitive position to increase the business.

Positive aspects of the Globalization:

1. **Huge amount of globalization:** globalization brings huge amount of investment into Indian industries especially in the BPO, pharmaceutical. Petroleum and manufacturing industries.
2. **Provide employment:** the benefit of the globalization in the Indian economy are that many foreign companies set up industries in India, this helped India to provide employment opportunities for many people in India.
3. **Updated Technology:** The benefits of the globalization on Indian industry are that foreign companies bring updated technology with them. And this helped to make the Indian industry more technological advanced

4. **Goods and services:** as the markets became global, more goods and services are made available at lower cost to the wider people.
5. **Free flow of Capital:** globalization helps to flow of capital freely from one country to other. It helps the investor to get fair interest rate or dividend and the global companies to acquire finance at lower cost of capital.
6. **Increase in Industrialization:** as markets becomes global, capital flows from one country to other freely boost up industrialization process in the country.
7. **Balanced development of world economy:** with the flow technology, capital, from one country to other, the developed countries establish their business operations in developing countries so balanced development of world will done.
8. **Lower prices and higher quality:** Indian consumers already getting the higher quality products with lower prices. Increased industrialization, spread of technology and increased production and consumption leads to lower prices for products with high quality.
9. **Cultural exchange and demand for products:** globalization reduces the physical distance among the countries and enables people of different countries to acquire the culture of other countries. The cultural exchange among the countries, in turn make the people to demand for variety of products.
10. **Balanced human development:** Increase in industrialization on balanced lines in the globe improved the skills of the people in the developing countries. Further the increased economic development of a country enable the government provide welfare facilities like hospitals, educational institutes etc.. Which in turn contribute for balanced development of people across the globe.

Negative impact of globalization in India

1. **Reduces jobs and Incomes:** the negative impact of globalizations on Indian industry are that with the coming of updating technology the number of labor required decreases and this resulted in many people removed from their job.
2. **Poor labor and Environmental practices:** one of the criticism against globalization is that free trade encourages developed nations to move manufacturing facilities off-shore to less developed countries that lacks adequate regulations to protect labour and the environment. They feel that free trade can lead to an increase in pollution and exploitation of labour of less developed nations.

3. **Heterogeneity of problems:** a major disadvantage in globalizations is the absence of universal accepted solutions to the problems which have to be tackled. Some of these problems happened to be political and social ones, but even their solutions have economic implications. The best solution for one country sometimes harmful to other country.
4. **Unwillingness of developed countries:** though advocating the advantages of free market mechanism and competitive markets, rich economies of the world are themselves riddled with all sorts of distortions on account of monopoly forces, huge subsidies and variety of vested interests. They are not ready to accommodate the poorer countries of the world on criteria of economic fairness.
5. **Unwillingness of developing countries:** the developing countries on their part have the bitter experience of being forced into giving trade and non-trade concessions to the developed countries at the cost of their own interest. They realize that with them the developed countries want to have free trade but not fair trade.
6. **Risk and uncertainty:** progress towards globalization is also hindered by uncertainties relating to a possible shift in political ad economical philosophy of some member countries the fear of nationalization by the MNC's and cultural changes etc..

IMPORTANT QUESTIONS

1. Define market and explain the different types of markets with features.
2. What are the different types of imperfect markets?
3. Explain price about price output determination under perfect competition.
4. What are the factors that affect the forms of business organization?
5. Define partnership and explain the types of partners, features and advantages.
6. Define company and explain its features, advantages and disadvantages.
7. Explain about public sector enterprises.
8. Explain the concept of globalization.

Unit 4

INTRODUCTION TO FINANCIAL ACCOUNTING AND ANALYSIS

INTRODUCITON

Accounting came into practice as an aid to human memory by maintaining a systematic record of business transactions.

Meaning of Accounting

It is an art of recording the business transactions in the books of original entry and the ledges. Accountancy begins where Book-keeping ends. Accountancy means the compilation of accounts in such a way that one is in a position to know the state of affairs of the business. The work of an accountant is to analyze, interpret and review the accounts and draw conclusion with a view to guide the management in chalking out the future policy of the business.

Definition of Accounting:

Smith and Ashburne: “Accounting is a means of measuring and reporting the results of economic activities.”

R.N. Anthony: “Accounting system is a means of collecting summarizing, analyzing and reporting in monetary terms, the information about the business.

American Institute of Certified Public Accountants (AICPA): “The art of recording, classifying and summarizing in a significant manner and in terms of money transactions and events, which are in part at least, of a financial character and interpreting the results thereof.”

Thus, accounting is an art of identifying, recording, summarizing and interpreting business transactions of financial nature. Hence accounting is the **Language of Business**.

Branches of Accounting:

The important branches of accounting are:

- **Financial Accounting:** The purpose of Accounting is to ascertain the financial results i.e. profit or loss in the operations during a specific period. It is also aimed at knowing the financial position, i.e. assets, liabilities and equity position at the end of the period. It also provides other relevant information to the management as a basic for decision-making for planning and controlling the operations of the business.

- **Cost Accounting:** The purpose of this branch of accounting is to ascertain the cost of a product / operation / project and the costs incurred for carrying out various activities. It also assist the management in controlling the costs. The necessary data and information are gathered from financial and other sources.
- **Management Accounting:** Its aim to assist the management in taking correct policy decision and to evaluate the impact of its decisions and actions. The data required for this purpose are drawn accounting and cost-accounting.
- **Inflation Accounting:** It is concerned with the adjustment in the values of assets and of profit in light of changes in the price level. In a way it is concerned with the overcoming of limitations that arise in financial statements on account of the cost assumption (i.e recording of the assets at their historical or original cost) and the assumption of stable monetary unit.
- **Human Resource Accounting:** It is a branch of accounting which seeks to report and emphasize the importance of human resources in a company's earning process and total assets. It is concerned with the process of identifying and measuring data about human resources and communicating this information to interested parties. In simple words, it is accounting for people as organizational resources.

FUNCTIONS OF AN ACCOUNTANT

The job of an accountant involves the following types of accounting works:

- **Designing Work:** It includes the designing of the accounting system, basis for identification and classification of financial transactions and events, forms, methods, procedures, etc.
- **Recording Work:** The financial transactions are identified, classified and recorded in appropriate books of accounts according to principles. This is "Book Keeping". The recording of transactions tends to be mechanical and repetitive.
- **Summarizing Work:** The recorded transactions are summarized into significant form according to generally accepted accounting principles. The work includes the preparation of profit and loss account, balance sheet. This phase is called 'preparation of final

accounts'

- **Analysis and Interpretation Work:** The financial statements are analysed by using ratio analysis, break-even analysis, funds flow and cash flow analysis.
- **Reporting Work:** The summarized statements along with analysis and interpretation are communicated to the interested parties or whoever has the right to receive them. For Ex. Share holders. In addition, the accounting departments has to prepare and send regular reports so as to assist the management in decision making. This is 'Reporting'.
- **Preparation of Budget:** The management must be able to reasonably estimate the future requirements and opportunities. As an aid to this process, the accountant has to prepare budgets, like cash budget, capital budget, purchase budget, sales budget etc. this is 'Budgeting'.
- **Taxation Work:** The accountant has to prepare various statements and returns pertaining to income-tax, sales-tax, excise or customs duties etc., and file the returns with the authorities concerned.
- **Auditing:** It involves a critical review and verification of the books of accounts statements and reports with a view to verifying their accuracy. This is 'Auditing'

This is what the accountant or the accounting department does. A person may be placed in any part of Accounting Department or MIS (Management Information System) Department or in small organization, the same person may have to attend to all this work.

USERS OF ACCOUNTING INFORMATION

Different categories of users need different kinds of information for making decisions. The users of accounting can be divided in two broad groups
(1). Internal users and (2) External users.

Internal Users:

Managers: These are the persons who manage the business, i.e. management at the top, middle and lower levels. Their requirements of information are different because they make different types of decisions.

Accounting reports are important to managers for evaluating the results of their decisions. In addition to external financial statements, managers need detailed internal reports either branch division or department or product-wise. Accounting reports for managers are prepared much more frequently than external reports.

Accounting information also helps the managers in appraising the performance of subordinates. As such Accounting is termed as “the eyes and ears of management.”

External Users:

1. Investors: Those who are interested in buying the shares of company are naturally interested in the financial statements to know how safe the investment already made is and how safe the proposed investments will be.

2. Creditors: Lenders are interested to know whether their load, principal and interest, will be paid when due. Suppliers and other creditors are also interested to know the ability of the firm to pay their dues in time.

3. Workers: In our country, workers are entitled to payment of bonus which depends on the size of profit earned. Hence, they would like to be satisfied that the bonus being paid to them is correct. This knowledge also helps them in conducting negotiations for wages.

4. Customers: They are also concerned with the stability and profitability of the enterprise. They may be interested in knowing the financial strength of the company to rent it for further decisions relating to purchase of goods.

5. Government: Governments all over the world are using financial statements for compiling statistics concerning business which, in turn, helps in compiling national accounts. The financial statements are useful for tax authorities for calculating taxes.

6. Public : The public at large interested in the functioning of the enterprises because it may make a substantial contribution to the local economy in many ways including the number of people employed and their patronage to local suppliers.

7. Researchers: The financial statements, being a mirror of business conditions, is of great interest to scholars undertaking research in accounting theory as well as business affairs and practices.

ADVANTAGES FROM ACCOUNTING

The role of accounting has changed from that of a mere record keeping during the 1st decade of 20th century of the present stage, which it is accepted as information system and decision making activity. The following are the advantages of accounting.

- **Provides for systematic records:** Since all the financial transactions are recorded in the books, one need not rely on memory. Any information required is readily available from these records.
- **Facilitates the preparation of financial statements:** Profit and loss accountant and balance sheet can be easily prepared with the help of the information in the records. This enables the trader to know the net result of business operations (i.e. profit / loss) during the accounting period and the financial position of the business at the end of the accounting period.
- **Provides control over assets:** Book-keeping provides information regarding cash in hand, cash at bank, stock of goods, accounts receivables from various parties and the amounts invested in various other assets. As the trader knows the values of the assets he will have control over them.
- **Provides the required information:** Interested parties such as owners, lenders, creditors etc., get necessary information at frequent intervals.
- **Comparative study:** One can compare the present performance of the organization with that of its past. This enables the managers to draw useful conclusion and make proper decisions.
- **Less Scope for fraud or theft:** It is difficult to conceal fraud or theft etc., because of the balancing of the books of accounts periodically. As the work is divided among many persons, there will be check and counter check.
- **Tax matters:** Properly maintained book-keeping records will help in the settlement of all tax matters with the tax authorities.
- **Ascertaining Value of Business:** The accounting records will help in ascertaining the correct value of the business. This helps in the event of sale or purchase of a business.
- **Documentary evidence:** Accounting records can also be used as an evidence in the court to substantiate the claim of the business. These records are based on documentary proof. Every entry is supported by authentic vouchers. As such, Courts accept these records as evidence.
- **Helpful to management:** Accounting is useful to the management in various ways. It enables the management to assess the achievement of its performance. The weakness of the business can be identified and corrective measures can be applied to remove them with the

helps accounting.

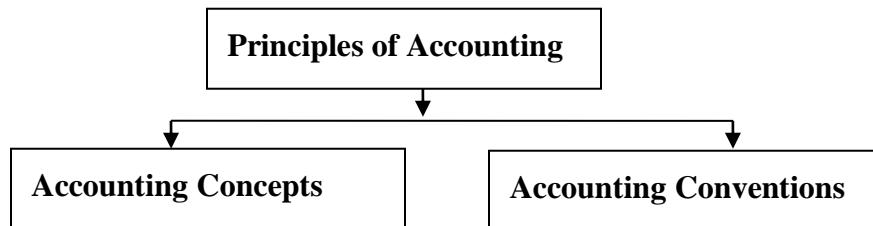
LIMITATIONS OF ACCOUNTING

The following are the limitations of accounting.

- **Does not record all events:** Only the transactions of a financial character will be recorded under book-keeping. So it does not reveal a complete picture about the quality of human resources, location advantage, business contacts etc.
- **Does not reflect current values:** The data available under book-keeping is historical in nature. So they do not reflect current values. For instance, we record the value of stock at cost price or market price, whichever is less. In case of, building, machinery etc., we adopt historical cost as the basis. In fact, the current values of buildings, plant and machinery may be much more than what is recorded in the balance sheet.
- **Estimates based on Personal Judgment:** The estimate used for determining the values of various items may not be correct. For example, debtor is estimated in terms of collectability, inventories are based on marketability, and fixed assets are based on useful working life. These estimates are based on personal judgment and hence sometimes may not be correct.
- **Inadequate information on costs and Profits:** Book-keeping only provides information about the overall profitability of the business. No information is given about the cost and profitability of different activities of products or divisions.

Principles of Accounting:

Principles are further divided into two types. They are :



ACCOUNTING CONCEPTS

Accounting is a system evolved to achieve a set of objectives. In order to achieve the goals, we need a set of rules or guidelines. These guidelines are termed here as “BASIC ACCOUNTING CONCEPTS”. The term concept means an idea or thought. Basic accounting concepts are the fundamental ideas or basic assumptions underlying the theory and profit of FINANCIAL ACCOUNTING. These concepts help in bringing about uniformity in the practice of accounting. In accountancy following concepts are quite popular.

1. Business entity concept: In this concept “Business is treated as separate from the proprietor”. All the

Transactions recorded in the book of Business and not in the books of proprietor. The proprietor is also treated as a creditor for the Business.

2. Going concern concept: This concept relates with the long life of Business. The assumption is that business will continue to exist for unlimited period unless it is dissolved due to some reasons or the other.

3. Money measurement concept: In this concept “Only those transactions are recorded in accounting which can be expressed in terms of money, those transactions which cannot be expressed in terms of money are not recorded in the books of accounting”.

4. Cost Concept: Accounting to this concept, can asset is recorded at its cost in the books of account. i.e., the price, which is paid at the time of acquiring it. In balance sheet, these assets appear not at cost price every year, but depreciation is deducted and they appear at the amount, which is cost, less classification.

5. Accounting Period Concept: every Businessman wants to know the result of his investment and efforts after a certain period. Usually one-year period is regarded as an ideal for this purpose. This period is called Accounting Period. It depends on the nature of the business and object of the proprietor of business.

6. Dual Ascept Concept: According to this concept “Every business transactions has two aspects”, one is the receiving benefit aspect another one is giving benefit aspect. The receiving benefit aspect is termed as “DEBIT”, where as the giving benefit aspect is termed as “CREDIT”. Therefore, for every debit, there will be corresponding credit.

7. Matching Cost Concept: According to this concept “The expenses incurred during an

accounting period, e.g., if revenue is recognized on all goods sold during a period, cost of those goods should also be charged to that period.

8. Realization Concept: According to this concept revenue is recognized when a sale is made. Sale is considered to be made at the point when the property in goods passes to the buyer and he becomes legally liable to pay.

ACCOUNTING CONVENTIONS

Accounting is based on some customs or usages. Naturally accountants here to adopt that usage or custom.

They are termed as conventions in accounting. The following are some of the important accounting conventions.

- 1. Full Disclosure:** According to this convention accounting reports should disclose fully and fairly the information. They purport to represent. They should be prepared honestly and sufficiently disclose information which is of material interest to proprietors, present and potential creditors and investors. The Companies ACT, 1956 makes it compulsory to provide all the information in the prescribed form.
- 2. Materiality:** Under this convention the trader records important factor about the commercial activities. In the form of financial statements if any unimportant information is to be given for the sake of clarity it will be given as footnotes.
- 3. Consistency:** It means that accounting method adopted should not be changed from year to year. It means that there should be consistency in the methods or principles followed. Or else the results of a year cannot be conveniently compared with that of another.
- 4. Conservatism:** This convention warns the trader not to take unrealized income into account. That is why the practice of valuing stock at cost or market price, whichever is lower is in vogue. This is the policy of "playing safe"; it takes into consideration all prospective losses but leaves all prospective profits.

Classification Of Business Transactions

All business transactions are classified into three categories:

1. Those relating to persons
2. Those relating to property(Assets)
3. Those relating to income & expenses

Thus, three classes of accounts are maintained for recording all business transactions.

They are:

- 1 .Personal accounts
2. Real accounts
3. Nominal accounts

Types of accounts

1. **Personal Accounts** : Accounts which are transactions with persons are called “Personal Accounts” .

A separate account is kept on the name of each person for recording the benefits received from ,or given to the person in the course of dealings with him.

E.g.: Krishna’s A/C, Gopal’s A/C, SBI A/C, Nagarjuna Finanace Ltd.A/C, ObulReddy & Sons A/C , HMT Ltd. A/C, Capital A/C, Drawings A/C etc.

2. **Real Accounts:** The accounts relating to properties or assets are known as “Real Accounts” .Every business needs assets such as machinery , furniture etc, for running its activities .A separate account is maintained for each asset owned by the business .

E.g.: cash A/C, furniture A/C, building A/C, machinery A/C etc.

3. **Nominal Accounts:** Accounts relating to expenses, losses, incomes and gains are known as “Nominal Accounts”. A separate account is maintained for each item of expenses, losses, income or gain.

E.g.: Salaries A/C, stationery A/C, wages A/C, postage A/C, commission A/C, interest A/C, purchases A/C, rent A/C, discount A/C, commission received A/C, interest received A/C, rent received A/C, discount received A/C.

Before recording a transaction, it is necessary to find out which of the accounts is to be debited and which is to be credited. The following three different rules have been laid down for the three classes of accounts....

Golden Rules for Accounting

1. **Personal Accounts:** The account of the person receiving benefit (receiver) is to be debited and the account of the person giving the benefit (given) is to be credited.

Rule: “Debit---The Receiver
Credit---The Giver”

2. **Real Accounts:** When an asset is coming into the business, account of that asset is to be debited .When an asset is going out of the business, the account of that asset is to be credited.

Rule: “Debit---What comes in
Credit---What goes out”

3. **Nominal Accounts:** When an expense is incurred or loss encountered, the account representing the expense or loss is to be debited . When any income is earned or gain made, the account representing the income or gain is to be credited.

Rule: “Debit----All expenses and losses
Credit---All incomes and gains”

JOURNAL

The first step in accounting therefore is the record of all the transactions in the books of original entry viz., Journal and then posting into ledges.

JOURNAL: The word Journal is derived from the Latin word ‘journ’ which means a day. Therefore, journal means a ‘day Book’ in day-to-day business transactions are recorded in chronological order.

Journal is treated as the book of original entry or first entry or prime entry. All the business transactions are recorded in this book before they are posted in the ledges. The journal is a complete and chronological(in order of dates) record of business transactions. It is recorded in a systematic manner. The process of recording a transaction in the journal is called “JOURNALISING”. The entries made in the book are called “Journal Entries”.

The proforma of Journal is given below.

Date	Particulars	L.F. no	Debit RS.	Credit RS.
1998 Jan 1	Purchases account to cash account(being goods purchased for cash)		10,000/-	10,000/-

LEDGER

All the transactions in a journal are recorded in a chronological order. After a certain period, if we want to know whether a particular account is showing a debit or credit balance it becomes very difficult. So, the ledger is designed to accommodate the various accounts maintained by the trader. It contains the final or permanent record of all the transactions in duly classified form. “A ledger is a book which contains various accounts.” The process of transferring entries from journal to ledger is called “POSTING”.

Posting is the process of entering in the ledger the entries given in the journal. Posting into ledger is done periodically, may be weekly or fortnightly as per the convenience of the business. The following are the guidelines for posting transactions in the ledger.

- After the completion of Journal entries only posting is to be made in the ledger.
- For each item in the Journal a separate account is to be opened. Further, for each new item a new account is to be opened.
- Depending upon the number of transactions space for each account is to be determined in the ledger.
- For each account there must be a name. This should be written in the top of the table. At the end of the name, the word “Account” is to be added.
- The debit side of the Journal entry is to be posted on the debit side of the account, by starting with “TO”.
- The credit side of the Journal entry is to be posted on the debit side of the account, by starting with “BY”.

Proforma for ledger: **LEDGER BOOK**

Particulars account

Date	Particulars	Jfno	Amount	Date	Particulars	Jfno	amount

sales account

Date	Particulars	Jfno	Amount	Date	Particulars	Jfno	amount

cash account

Date	Particulars	Jf no	Amount (Rs)	Date	Particulars	Jf no	Amount (Rs)

TRAIL BALANCE

The first step in the preparation of final accounts is the preparation of trial balance. In the double entry system of book keeping, there will be credit for every debit and there will not be any debit without credit. When this principle is followed in writing journal entries, the total amount of all debits is equal to the total amount all credits.

A trial balance is a statement of debit and credit balances. It is prepared on a particular date with the object of checking the accuracy of the books of accounts. It indicates that all the transactions for a particular period have been duly entered in the book, properly posted and balanced. The trial balance doesn't include stock in hand at the end of the period. All adjustments required to be

done at the end of the period including closing stock are generally given under the trial balance.

DEFINITIONS:

SPICER AND POGLAR :A trial balance is a list of all the balances standing on the ledger accounts and cash book of a concern at any given date.

J.R.BATLIBOI:

A trial balance is a statement of debit and credit balances extracted from the ledger with a view to test the arithmetical accuracy of the books.

Thus a trial balance is a list of balances of the ledger accounts' and cash book of a business concern at any given date.

PROFORMA FOR TRAIL BALANCE:

Trail balance for MR..... as on

N O	NAME OF ACCOUNT (PARTICULARS)	DEBIT AMOUNT(RS.)	CREDIT AMOUNT(RS.)

Trail Balance

Specimen of trial balance

1	Capital	Credit	Loan
2	Opening stock	Debit	Asset
3	Purchases	Debit	Expense
4	Sales	Credit	Gain
5	Returns inwards	Debit	Loss
6	Returns outwards	Debit	Gain
7	Wages	Debit	Expense
8	Freight	Debit	Expense
9	Transport expenses	Debit	Expense
10	Royalties on production	Debit	Expense
11	Gas, fuel	Debit	Expense
12	Discount received	Credit	Revenue
13	Discount allowed	Debit	Loss

14	Bas debts	Debit	Loss
15	Dab debts reserve	Credit	Gain
16	Commission received	Credit	Revenue
17	Repairs	Debit	Expense
18	Rent	Debit	Expense
19	Salaries	Debit	Expense
20	Loan Taken	Credit	Loan
21	Interest received	Credit	Revenue
22	Interest paid	Debit	Expense
23	Insurance	Debit	Expense
24	Carriage outwards	Debit	Expense
25	Advertisements	Debit	Expense
26	Petty expenses	Debit	Expense
27	Trade expenses	Debit	Expense
28	Petty receipts	Credit	Revenue
29	Income tax	Debit	Drawings
30	Office expenses	Debit	Expense
31	Customs duty	Debit	Expense
32	Sales tax	Debit	Expense
33	Provision for discount on debtors	Debit	Liability
34	Provision for discount on creditors	Debit	Asset
35	Debtors	Debit	Asset
36	Creditors	Credit	Liability
37	Goodwill	Debit	Asset
38	Plant, machinery	Debit	Asset
39	Land, buildings	Debit	Asset
40	Furniture, fittings	Debit	Asset
41	Investments	Debit	Asset
42	Cash in hand	Debit	Asset
43	Cash at bank	Debit	Asset
44	Reserve fund	Credit	Liability
45	Loan advances	Debit	Asset
46	Horse, carts	Debit	Asset
47	Excise duty	Debit	Expense
48	General reserve	Credit	Liability
49	Provision for depreciation	Credit	Liability
50	Bills receivable	Debit	Asset
51	Bills payable	Credit	Liability
52	Depreciation	Debit	Loss

53	Bank overdraft	Credit	Liability
54	Outstanding salaries	Credit	Liability
55	Prepaid insurance	Debit	Asset
56	Bad debt reserve	Credit	Revenue
57	Patents & Trademarks	Debit	Asset
58	Motor vehicle	Debit	Asset
59	Outstanding rent	Credit	Revenue

FINAL ACCOUNTS

In every business, the business man is interested in knowing whether the business has resulted in profit or loss and what the financial position of the business is at a given time. In brief, he wants to know (i)The profitability of the business and (ii) The soundness of the business.

The trader can ascertain this by preparing the final accounts. The final accounts are prepared from the trial balance. Hence the trial balance is said to be the link between the ledger accounts and the final accounts. The final accounts of a firm can be divided into two stages. The first stage is preparing the trading and profit and loss account and the second stage is preparing the balance sheet.

TRADING ACCOUNT

The first step in the preparation of final account is the preparation of trading account. The main purpose of preparing the trading account is to ascertain gross profit or gross loss as a result of buying and selling the good

Trading account of MR..... for the year ended

Particulars	Amount	Particulars	Amount
To opening stock	Xxxx	By sales xxxx	
To purchases xxxx		Less: returns xxx	Xxxx
Less: returns xx	Xxxx	By closing stock	Xxxx
To carriage inwards	Xxxx		
To wages	Xxxx		
To freight	Xxxx		
To customs duty, octroi	Xxxx		
To gas, fuel, coal, Water	Xxxx		
To factory expenses			
To other man. Expenses	Xxxx		
To productive expenses	Xxxx		
To gross profit c/d	Xxxx		Xxxx
	Xxxx		
	Xxxx		
	Xxxx		

Finally, a ledger may be defined as a summary statement of all the transactions relating to a person, asset, expense or income which have taken place during a given period of time. The up-to-date state of any account can be easily known by referring to the ledger.

PROFIT AND LOSS ACCOUNT

The business man is always interested in knowing his net income or net profit. Net profit represents the excess of gross profit plus the other revenue incomes over administrative, sales, Financial and other expenses. The debit side of profit and loss account shows the expenses and the credit side the incomes. If the total of the credit side is more, it will be the net profit. And if the debit side is more, it will be net

PROFIT AND LOSS A/C OF MR.....FOR THE YEAR ENDED.....

PARTICULARS	AMOUNT	PARTICULARS	AMOUNT
TO office salaries	Xxxxxx	By gross profit b/d	Xxxxxx
TO rent,rates,taxes	Xxxxx	Interest received	Xxxxxx
TO Printing and stationery	Xxxxx	Discount received	Xxxx
TO Legal charges		Commission received	Xxxxxx
Audit fee	Xxxx	Income from investments	
TO Insurance	Xxxx	Dividend on shares	Xxxx
TO General expenses	Xxxx	Miscellaneous investments	Xxxx
TO Advertisements	Xxxxxx	Rent received	xxxx
TO Bad debts	Xxxx		
TO Carriage outwards	Xxxx		
TO Repairs	Xxxx		
TO Depreciation	Xxxxxx		
TO interest paid	Xxxxxx		
TO Interest on capital	Xxxxxx		
TO Interest on loans	Xxxx		
TO Discount allowed	Xxxxxx		
TO Commission	Xxxxxx		
TO Net profit----- (transferred to capital a/c)	Xxxxxx		Xxxxxxx

BALANCE SHEET

The second point of final accounts is the preparation of balance sheet. It is prepared often in the trading and profit, loss accounts have been compiled and closed. A balance sheet may be considered as a statement of the financial position of the concern at a given date.

DEFINITION: A balance sheet is an item wise list of assets, liabilities and proprietorship of a business at a certain state.

J.R.botliboi: A balance sheet is a statement with a view to measure exact financial position of a business at a particular date.

Thus, Balance sheet is defined as a statement which sets out the assets and liabilities of a business firm and which serves to ascertain the financial position of the same on any particular date. On the left-hand side of this statement, the liabilities and the capital are shown. On the

right-hand side all the assets are shown. Therefore, the two sides of the balance sheet should be equal. Otherwise, there is an error somewhere.

BALANCE SHEET OF AS ON.....

Liabilities and capital	Amount	Assets	Amount
Creditors	Xxxx	Cash in hand	Xxxx
Bills payable	Xxxx	Cash at bank	Xxxx
Bank overdraft	Xxxx	Bills receivable	Xxxx
Loans	Xxxx	Debtors	Xxxx
Mortgage	Xxxx	Closing stock	Xxxx
Reserve fund	Xxxx	Investments	Xxxx
Capital xxxxxxx		Furniture and fittings	Xxxx
<u>Add:</u>		Plats&machinery	
Net Profit xxxx		Land & buildings	Xxxx
-----		Patents, tm ,copyrights	Xxxx
xxxxxxx		Goodwill	Xxxx
-----		Prepaid expenses	
		Outstanding incomes	Xxxx
<u>Less:</u>			Xxxx
Drawings xxxx	Xxxx		Xxxx
-----	XXXXX		XXXXX

Advantages: The following are the advantages of final balance .

- It helps in checking the arithmetical accuracy of books of accounts.
- It helps in the preparation of financial statements.
- It helps in detecting errors.
- It serves as an instrument for carrying out the job of rectification of entries.
- It is possible to find out the balances of various accounts at one place.

FINAL ACCOUNTS -- ADJUSTMENTS

We know that business is a going concern. It has to be carried on indefinitely. At the end of every accounting year. The trader prepares the trading and profit and loss account and balance sheet. While preparing these financial statements, sometimes the trader may come across certain problems .The expenses of the current year may be still payable or the expenses of the next year have been prepaid during the current year. In the same way, the income of the current year still receivable and the income of the next year have been received during the current year. Without these adjustments, the profit figures arrived at or the financial position of the concern may not be correct. As such these adjustments are to be made while preparing the final accounts.

The adjustments to be made to final accounts will be given under the Trial Balance. While making the adjustment in the final accounts, the student should remember that “every adjustment is to be made in the final accounts twice i.e. once in trading, profit and loss account and later in balance sheet generally”. The following are some of the important adjustments to be made at the time of preparing of final accounts:-

1. CLOSING STOCK :-

(i)If closing stock is given in Trail Balance: It should be shown only in the balance sheet “Assets Side”.

(ii)If closing stock is given as adjustment :

- First, it should be posted at the credit side of “Trading Account”.
- Next, shown at the asset side of the “Balance Sheet”.

2. OUTSTANDING EXPENSES :-

(i)If outstanding expenses given in Trail Balance: It should be only on the liability side of Balance Sheet.

(ii)If outstanding expenses given as adjustment :

- First, it should be added to the concerned expense at the debit side of profit and loss account or Trading Account.
- Next, it should be added at the liabilities side of the Balance Sheet.

4. PREAPID EXPENSES :-

- (i) If prepaid expenses given in Trial Balance: It should be shown only in assets side of the Balance Sheet.
- (ii) If prepaid expense given as adjustment :
 - First, it should be deducted from the concerned expenses at the debit side of profit and loss account or Trading Account.
 - Next, it should be shown at the assets side of the Balance Sheet.

5. INCOME EARNED BUT NOT RECEIVED [OR] OUTSTANDING INCOME [OR] ACCURED INCOME :-

- (i) If incomes given in Trial Balance: It should be shown only on the assets side of the Balance Sheet.
- (ii) If incomes outstanding given as adjustment:
 - First, it should be added to the concerned income at the credit side of profit and loss account.
 - Next, it should be shown at the assets side of the Balance sheet.

5. INCOME RECEIVED IN ADVANCE: UNEARNED INCOME:-

- (i). If unearned incomes given in Trail Balance : It should be shown only on the liabilities side of the Balance Sheet.
- ii) If unearned income given as adjustment :
 - First, it should be deducted from the concerned income in the credit side of the profit and loss account.
 - Secondly, it should be shown in the liabilities side of the Balance Sheet.

6. DEPRECIATION:-

- (i) If Depreciation given in Trail Balance: It should be shown only on the debit side of the profit and loss account.
- (ii) If Depreciation given as adjustment
 - First, it should be shown on the debit side of the profit and loss account.
 - Secondly, it should be deduced from the concerned asset in the Balance sheet assets side.

7. INTEREST ON LOAN [OR] CAPITAL :-

- (i). If interest on loan (or) capital given in Trail balance :It should be shown only on debit side of the profit and loss account.
- (ii). If interest on loan (or)capital given as adjustment :
- First, it should be shown on debit side of the profit and loss account.
 - Secondly, it should added to the loan or capital in the liabilities side of the Balance Sheet.

7. BAD DEBTS:-

- (i) If bad debts given in Trail balance :It should be shown on the debit side of the profit and loss account.
- (ii) If bad debts given as adjustment:
• First, it should be shown on the debit side of the profit and loss account.
• Secondly, it should be deducted from debtors in the assets side of the Balance Sheet.

8. INTEREST ON DRAWINGS :-

- (i) If interest on drawings given in Trail balance: It should be shown on the credit side of the profit and loss account.
- (ii) If interest on drawings given as adjustments :
• First, it should be shown on the credit side of the profit and loss account.
• Secondly, it should be deducted from capital on liabilities side of the Balance Sheet.

9. INTEREST ON INVESTMENTS :-

- (i) If interest on the investments given in Trail balance :It should be shown on the credit side of the profit and loss account.
- (ii) If interest on investments given as adjustments :
• First, it should be shown on the credit side of the profit and loss account.
• Secondly, it should be added to the investments on assets side of the Balance Sheet.

Note: Problems to be solved on final accounts

PROBLMS

1. 2008 March 1st Vinay commenced business. Journalise the following transactions and post them into ledger.

2008 Mar. 1	Capital brought into the business	Rs. 50,000	
2008 Mar. 4	Sold goods to Ajay		Rs. 12,000
2008 Mar. 6	Purchases from Sanjay		Rs. 10,000
2008 Mar. 7	Sold goods to Paul for cash		Rs. 8,000
2008 Mar. 9	Bought goods from John		Rs. 2,000
2008 Mar. 10	Paid for freight		Rs. 500
2008 Mar. 12	Cash received from Richards		Rs. 5,000
2008 Mar. 15	Paid salaries to Rao		Rs. 2,500
2008 Mar. 18	Loan given to Ramana		Rs. 1,000
2008 Mar. 22	Sales		Rs. 1,500
2008 Mar. 24	Rent		Rs. 2,000

Ans :

Journal Entries in the books of Vinay

Date	Particulars	L. No.	F.	Debit	Credit
2008 Mar.1	Casha/c Dr. To Capital a/c (Being capital brought into the business)			50,000	50,000
4	Ajaya/c Dr To Sales a/c (Being sold to Ajay on credit)			12,000	12,000
6	Purchasesa/c Dr To Sanjay (being purchases from Sanjay on credit)			10000	10000
7	Casha/c Dr To Sales a/c (Being cash sales)			8000	8000
9	Purchasesa/c Dr To John a/c (Being from John on credit)			2000	2000
10	Freighta/c Dr To Cash (Being paid for freight)			500	500
12	Casha/c Dr To Richards (Being cash received from Richards)			5000	5000
15	Salariesa/c Dr To Cash a/c (Being cash paid for salaries)			2500	2500
18	Ramanaa/c Dr To cash a/c			1000	1000

22	(Being loan given to Ramana) Casha/c To Sales a/c	Dr		1500	1500
24	(Being cash sales of goods) Renta/c To Cash a/c	Dr		2000	2000
	(Being rent paid in cash)				

Ledger Accounts in the books of Vinay
Cash account

Date	particular	J.F No	Amount Rs	Date	Particular	J.F No	Amount Rs
2008 March 1	To Capital a/c		50,000	2008 March 10	By Freight a/c		500
" 7	To Sales a/c		8000	" 15	By Salaries a/c		2500
" 12	To Richards a/c		5000	" 18	By Ramana a/c		1000
" 22	To Sales a/c		1500	" 24	By Rent a/c		2000
			<u>64,500</u>	"	By Balance c/d		58500
Aprial 1	To Balance c/d		58,500	31			<u>64,500</u>

Dr
Cr

Capital a/c

Date	Particular	J.F No	Amount Rs	Date	Particular	J.F No	Amount Rs
2008 March 31st	To Balance c/d		<u>50,000</u>	2008 March 1	By Cash a/c		<u>50,000</u>

Dr

Ajay a/c

Cr

Date	Particular	J.F No	Amount Rs	Date	Particular	J.F No	Amount Rs
2008 March 4	To Sale a/c		12,000	2008 March 31st	By Balance c/d		<u>12,000</u>
April 1	To Balance b/d		<u>12,000</u>				<u>12,000</u>

Dr

Sales a/c

Cr

Date	Particular	J.F No	Amount Rs	Date	Particular	J.F	Amount Rs
2008 March 31 st	To Balance c/d		21,500	2008 March 4	By Ajay a/c		12,000

21,500

7

22

22

April 1st

By cash a/c

By cash a/c

By cash a/c

By Balance b/d

Dr				Purchases a/c			Cr	
Date	Particular	J.F No	Amount Rs	Date	Particular	J.F No	Amount Rs	
2008 March 6 9	To sanjay a/c To john a/c		10,000 2,000 <u>12,000</u>	2008 March 31 st	To Balance c/d		12,000 <u>12,000</u>	
April 1 st	To balance b/d		12,000					

Dr				Sanjay a/			
Cr	Date	Particular	J.F No	Date	Particular	J.F No	Amount Rs
	2008 March 31 st	To Balance c/d		2008 March 6	By Purchase a/c		10,000 10,000 <u>10,000</u>
				April 1 st	By Balance b/d		10,000

Cr				John a/c			
Date	Particular	J.F No	Amount Rs	Date	Particular	J.F No	Amount Rs
2008 March 31 st	To Balance c/d		2,000 2,000 <u>2,000</u>	2008 March 9	By Purchase a/c		2,000 2,000 <u>2,000</u>
				April 1 st	By Balance b/d		2,000

Freight a/c							
Date	Particular	J.F No	Amount Rs	Date	Particular	J.F No	Amount Rs
2008 March 10	To cash a/c		500 500 <u>500</u>	2008 March 31 st	By balance c/d		500 500 <u>500</u>
April 1 st	To balance b/d		500				

Dr				Salaries a/c			
Cr	Date	Particular	J.F No	Date	Particular	J.F No	Amount Rs
	2008 March 15	To cash a/c		2008 March 31 st	By balance c/d		2,500

April 1 st	To balance b/d	<u>2,500</u> 2,500					<u>2,500</u>
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Richards a/c

Dr
Cr

Date	Particular	J.F No	Amount Rs	Date	Particular	J.F No	Amount Rs
2008 March 31 st	To balance c/d		<u>5,000</u> <u>5,000</u>	2008 March 12	By cash a/c		<u>5,000</u> <u>5,000</u>

Ramana a/c

Dr

Cr

Date	Particular	J.F No	Amount Rs	Date	Particular	J.F No	Amount Rs
2008 March 18	To Cash a/c		<u>1,000</u> <u>1,000</u>	2008 March 31 st	By balance c/d		<u>1,000</u> <u>1,000</u>
April 1 st	To balance b/d		<u>1,000</u>				

Rent a/c

Date	Particular	J.F No	Amount Rs	Date	Particular	J.F No	Amount Rs
2008 March 24	To Cash a/c		<u>2,000</u> <u>2,000</u>	2008 March 31 st	By balance c/d		<u>2,000</u> <u>2,000</u>
April 1 st	To balance b/d		<u>2,000</u>				

2. From the following Trial balance of Mr, Ramesh prepare final accounts for the year ended 31-3-2009

Dr.

Cr.

Particulars	Amount	Particulars	Amount
Purchase	25,200	Sales	61,604
Furniture	1,600	Capital	35,000
Wages	3,500	Purchase returns	225
Machinery	20,000	Creditors	3,900
Opening stock	17,525	Bank overdraft	3,000
Sales returns	1,200	Bills payable	2,000
Debtors	1,0400		
Carriage on purchase	200		
Salaries	1,0600		
Carriage on sales	503		
Rent & taxes	2,001		
Cash at bank	8,000		
Drawings	5,000		
	<u>105729</u>		<u>105729</u>

- 1) Outstanding salaries Rs.400
- 2) Prepaid rent & taxes Rs. 201.
- 3) Write off Rs. 400 as Bad debts and create 5% Reserve for Bad debts.
- 4) Depreciate machinery by 10%.
- 5) Interest on capital 5% and interest on drawings 10% is to be provided.
- 6) Provide 2% as Reserve for discount on creditors.

Solution :

Trading profit and loss account of Mr. Ramesh for the year ending 31-3-2009

Dr.			Cr.
Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
To opening stock	17525	By sales	61604
To purchases	25,000	Less: sales return	1200
Less: purchases return	225		_____
	24975		60404
	3500	By closing stock	16800
To wages	200		
To carriage on purchase			
To Gross profit	31004		
(transferred to P/L A/c)	77204		77204
			31004
To salaries	10600	By Gross profit b/d	
Add: outstanding	400	By Interest on drawings	500
	_____	(5000*10/100)	78
To carriage on sales	503	By Reserve for discount on	
To Rent & taxes	2001	Creditors (3900*2/100)	
Less: prepaid	201		
	1800		
To Bad debts	400		
To Reserve for Bad debts			
(10400-400*5/100)	500		
To Depreciation on machinery			
(20000-*10/100)	2000		
To Interest on Capital			
(35000*5/100)	1750		
To Net profit	13629		
(transferred to capital a/c)	31582		31582

Balance sheet of Mr. Ramesh as at 31.3.2009

Liabilities		Amount	Assets		Amount
Capital	35000		Furniture		1600
Add: Net profit	13629		Machinery	20000	
Add: Interest on capital	1750		Less: Depreciation	2000	
		50379			18000
Less: drawings	5000		Debtors	10400	
Less: interest on Drawings	500		Less: Adj. Bad debts	400	
		44879			10000
Bank overdraft		3000	Less: Adj. R.N.D	500	
Bills payable		2000			9500
Creditors	3900		Cash at bank		8000
		3822	Closing stock		16800
Less: Reserve for discount on creditors	78		Prepaid rent & taxes		201
		400			
Outstanding salaries		54101			54101

Problem3: From the following particulars of Mr. Raju prepare Trading & Profit and loss account and balance sheet for the year ended 31.3.2009

particulars	Amount (Rs.)	particulars	Amount (Rs.)
Cash	13500	Capital	60000
Goodwill	20000	Creditors	10000
Factory insurance	2000	Commission Received	7500
Audit charges	1500	Sales	130000
Debtors	20000	Return out words	2000
Wages	5000	Interest received	5000

Opening stock	12000	Outstanding salaries	2500
Machinery	30500	Bills payable	3500
Purchases	95000		
Carriage inwards	2500		
Salaries	12500		
Office rent	5000		
Rent paid in advance	1000		
	2,20,500		
			2,20,500

Adjustments:

- 1) Closing stock 16,800,
- 2) Write off Rs. 2,000 as Bad debts and provide 5% Reserve for Doubtful Debts,
- 3) Outstanding wages Rs. 1,000
- 4) Depreciate machinery by 10 %,
- 5) Interest on capital 5% is to be provided.
- 6) Commission to be Received Rs 200

Ans: Trading profit and loss account of Mr. Raju for the year ending 31-3-2009

Dr.

Cr.

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
To opening stock	12000	By sales	130000
To purchases			
95000			
Less: returns outwards	93000	By closing stock	16800
2000			
_____	6000		
To wages			
5000	2500		
Add: outstanding wages	2000		
1000	31300		
_____	146800		
To carriage inwards			
To factory insurance	12500	By Gross profit b/d	31300
To gross profit	1500		

(transferred to P/L A/c)		By commission received 7500 Add: to be received 200	
To salaries	2000		7700
To audit charges	900		5000
	3050	By interest Reserved	
To Bad debts	3000		
To Reserve for Bad debts (20000-2000=18000*5/100)	5000		
To Depreciation on machinery (30500-*10/100)	16050		
To Interest on Capital (60,000*5/100)			
To office rent	44000		44000
To net profit			
(transferred to capital a/c)			

Balance sheet of Mr. Raju as at 31.3.2009

Liabilities	Amount	Assets	Amount
Capital	60000	Cash	13500
Add: net profit	16050	Goodwill	20000
Add: Interest on capital	3000	Debtors	20000
	79050	Less: adj bad debts	2000
			18000
Bills payable	3500	Less: reserve for bad debts	900
Creditors	10000		17100
Outstanding salaries	2500	Machinery	30500
Outstanding wages	1000	Less: depreciation	3050
	96,050		27450
		Rent paid in advance	1000
		Closing stock	16800
		Commission to be received	200
			96,050

Financial Analysis

Ratio Analysis:

Ratio analysis is the process of determining and interpreting numerical relationships based on financial statements. By computing ratios, it is easy to understand the financial position of the firm. Ratio analysis is used to focus on financial issues such as liquidity, profitability, solvency of a given firm.

Ratio:

Ratio is simply a number expressed in terms of another. It refers to the numerical or quantitative relationship between two variables which are comparable.

Types of Ratios:

Based on their nature, the ratios can be broadly classified into four categories:

- ❖ Liquidity ratios
- ❖ Activity ratios
- ❖ Capital structure (or) leverage ratios
- ❖ Profitability ratios.

Liquidity ratios:

Liquidity ratios express the ability of the firm to meet its short term commitments as and when they become due.

Liquidity ratios can be classified into two types:

Current ratio:

Current ratio is the ratio between current assets and current liabilities. The firm is said to be comfortable in its liquidity position if the current ratio is 2:1. In other words, for every rupee of current liability, there should be two rupees worth current assets. The interest of the creditors is safeguarded if the current ratio is at least 2:1.

$$\text{Current ratio} = \frac{\text{current assets}}{\text{current liabilities}}$$

Quick ratio:

It is also called acid test ratio. It measures the firm's ability to convert its current assets quickly into cash in order to meet its current liabilities. It is the ratio between liquid assets and liquid liabilities.

$$\text{Quick ratio} = \frac{\text{quick assets}}{\text{current liabilities}}$$

Activity ratios:

Activity ratios express how active the firm is in terms of selling its stocks, collecting its receivables and paying its creditors. These are three types:

- Inventory turnover ratio
- Debtor's turnover ratio
- Creditor's turnover ratio

Inventory turnover ratio:

It is also called stock turnover ratio. It indicates the no. of times the average stock is being sold during a given accounting period. It establishes the relation between the cost of goods sold during a given period and the average amount of inventory outstanding during that period.

$$\text{Inventory turnover ratio} = \frac{\text{cost of goods sold}}{\text{average stock}}$$

$$\text{Average stock} = \frac{\text{opening stock} + \text{closing stock}}{2}$$

Debtor's turnover ratio:

Debtors turnover ratio reveals the no. of times the average debtors are collected during a given accounting period. It means, it shows how quickly the firm is in a position to collect its debts.

$$\text{Debtor's turnover ratio} = \frac{\text{credits sales or sales}}{\text{average debtors}}$$

$$\text{Average debtors} = \frac{\text{opening debtors} + \text{closing debtors}}{2}$$

$$\text{Debt collection period} = \frac{365 \text{ days}}{\text{Debtors turnover ratio}}$$

Creditor's turnover ratio

It reveals the no. of times the average creditors are paid during a given accounting period. It shows how promptly the firm is in a position to pay its creditors.

$$\text{Creditor's turnover ratio} = \frac{\text{credit purchasers or purchases}}{\text{average creditors}}$$

$$\text{Average creditors} = \frac{\text{opening} + \text{closing creditors}}{2}$$

$$\text{Creditors collection period} = \frac{365 \text{ (or) } 12}{\text{Creditor turnover ratio}}$$

Capital structure ratios:

It is defined as the financial ratio which focuses on the long term solvency of the firm. It includes the following ratios:

- Debt equity ratio
- Interest coverage ratio

Debt-equity ratio:

It is the ratio between outsiders funds and insiders funds.

$$\text{Debt equity ratio} = \frac{\text{Debt}}{\text{Equity}} = \frac{\text{outsiders funds}}{\text{share holders funds}}$$

Interest coverage ratio:

It is calculated to judge the firm's capacity to pay the interest on debt it borrows.

$$\text{Interest coverage ratio} = \frac{\text{net profit before interest and taxes}}{\text{fixed interest charges}}$$

Profitability ratios:

It includes the following ratios :

Gross profit ratio

Net profit ratio

Gross profit ratio : it is the ratio between gross profit to sales during a given period.

$$\text{Gross profit ratio} = \frac{\text{gross profit}}{\text{Net sales}} \times 100$$

Net profit ratio:

It is the ratio between net profits after taxes and net sales.

$$\text{Net profit ratio} = \frac{\text{Net profit after interest & Tax}}{\text{Net sales}} \times 100$$

Operating ratio (Operating expenses ratio)

$$\frac{\text{Cost of goods sold + operating expenses}}{\text{Net sales}} \times 100$$

$$\text{Return on investments: } \frac{\text{Net profit after tax & latest depreciation}}{\text{share holders funds}} \times 100$$

$$\text{Earnings per share} = \frac{\text{Net profit after tax - preference dividend}}{\text{No. of equity shares}}$$

1. Define accounting and explain the concepts and conventions of accounting.
2. Define the elements of Trading account, profit and loss account and balance sheet.
3. Problems on journal and final accounts.
4. Define ratio analysis and explain the major types of ratios.
5. Problems on ratios.

Unit 5**CAPITAL AND CAPITAL BUDGETING****Introduction**

Finance is the prerequisite to commence and vary on business. It is rightly said to be the lifeblood of the business. No growth and expansion of business can take place without sufficient finance. It shows that no business activity is possible without finance. This is why; every business has to make plans regarding acquisition and utilization of funds.

However efficient a firm may be in terms of production as well as marketing if it ignores the proper management of flow of funds it certainly lands in financial crunch and the very survival of the firm would be at a stake.

Function of finance

According to B. O. Wheeler, Financial Management is concerned with the acquisition and utilization of capital funds in meeting the financial needs and overall objectives of a business enterprise. Thus the primary function of finance is to acquire capital funds and put them for proper utilization, with which the firm's objectives are fulfilled. The firm should be able to procure sufficient funds on reasonable terms and conditions and should exercise proper control in applying them in order to earn a good rate of return, which in turn allows the firm to reward the sources of funds reasonably, and leaves the firm with good surplus to grow further. These activities viz. financing, investing and dividend payment are not sequential they are performed simultaneously and continuously. Thus, the Financial Management can be broken down in to three major decisions or functions of finance. They are: (i) the investment decision, (ii) the financing decision and (iii) the dividend policy decision.

CAPITAL AND IT'S SIGNIFICANCE:

Capital forms the base for the business. Capital in general does not mean only money. It may refer to money's worth also.

Capital has different forms, creativity, innovation or new ideas can be considered as one form of capital.

Example: some people have money but they may not have idea, there are some who have idea but they do not have money. The ideal combination of both money and idea is required to business.

Definition of capital:

- ❖ “Capital is the total amount of finances required by the business to conduct its business operation both in short and long term periods”
- ❖ “Capital is defined as wealth, which is created over a period of time through abstinence to spend.”
- ❖ “Capital is aggregate of funds used in short term and long term.”

Significance of capital in Business:

Capital plays very significant role in modern production system.

- It is very difficult to imagine the process of production without capital.
- Capital creates and enhances the level of employment opportunities.
- Capital is necessary not only for micro enterprises but also to the governments.
- Capital is one of scarce resource.

NEED FOR CAPITAL:**1. To promote a business:**

capital is required at the promotion stage .a large variety of expenses have to be incurred on project reports ,feasibilities studies and reports, preparation and filling of various documents and for meeting various other expenses in connection with the raising of capital from the public.

2. To conduct Business operations smoothly:

Business firms also need capital for the purpose of conducting their business operations such as R&D, Advertising, Sales and promotion, Distribution and operating expenses.

3. To Expand and Diversify:

The firm requires a lot capital for expansion and diversification purpose. This includes development expenses such as purchase of sophisticated machinery and equipment and also payment towards sophisticated technology.

4. To Meet Contingencies:

A firm needs funds to meet contingencies like sudden fall in sales ,major litigation, natural calamities like fire and so on.



5. To pay dividends and interests:

The firm has to meet payment towards dividends and its interest to share holders and financial institution respectively.

6. To pay taxes:

The firm has to meet its statutory commitments such as income tax and sales tax and excise duty.

7. To replace the asset:

The business needs to replace its assets like plant and machinery after certain period of use. For this purpose the firm needs funds to make suitable replacement of assets in place of old and worn-out assets.

8. To support welfare activities:

The company may also have to take up social welfare programs such as literacy drive and health camps. It may have to donate charitable trusts, educational institutions or public services.

9. To wind up:

At the time of Winding up the company may need funds to meet the liquidation expanses.

TYPES OF CAPITAL:

Capital can broadly be divided into two types:

1. Fixed capital
2. Working capital

FIXED CAPITAL:

Fixed capital is the portion of capital which is invested in acquiring long term assets such as land and buildings, plant and machinery, furniture and fixtures and so on.

It provides the basic assets as for the business needs. These assets are not meant for resale they are intended to generate revenues.

Features of fixed capital:**1. PERMANENT IN NATURE:**

Fixed capital is more or less permanent in nature. It is generally not withdrawn as long as the business carries on its business.

2. PROFIT GENERATION:

Fixed assets are the sources of profits but they can never generate profits by themselves .they stocks, cash, debtors to generate profits.

3. Low liquidity:

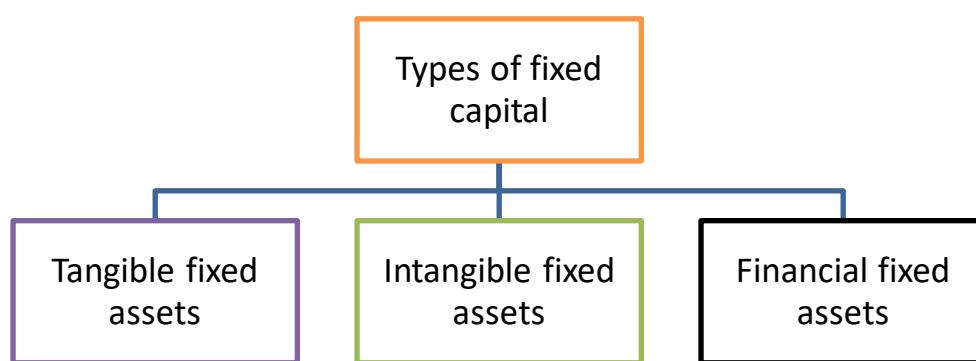
The fixed assets are cannot be converted into cash quickly.

4. Amount of fixed capital:

The amount of fixed capital of a company depends on number of factors such as size of the company, nature of business, method of production and so on.

5. Utilization for promotion and expansion:

The fixed capital is mostly needed at the time of promoting the company to purchase the fixed assets or at the time of expansion or modernization.

TYPES OF FIXED CAPITAL:

1. **Tangible fixed assets:** these are fixed items which can be seen and touched.

Example: land, building, machinery, motor vehicles, furniture etc..

2. **Intangible fixed assets:** These do not have physical form. They cannot be seen or touched. But these are very valuable to business.

Example: good will, brand name, trade mark, patents, copy rights

3. **Financial fixed assets:** These are investments in shares, foreign currencies, deposits, government bonds, and shares held by the business in others companies and so on.

WORKING CAPITAL ANALYSIS

Finance is required for two purpose viz. for it establishment and to carry out the day-to-day operations of a business. Funds are required to purchase the fixed assets such as plant, machinery, land, building, furniture, etc, on long-term basis. Investments in these assets represent that part of firm's capital, which is blocked on a permanent of fixed basis and is called fixed capital. Funds are also needed for short-term purposes such as the purchase of raw materials, payment of wages and other day-to-day expenses, etc. and these funds are known as working capital. In simple words working capital refers that part of the firm's capital, which is required for financing short term or current assets such as cash, marketable securities, debtors and inventories. The investment in these current assets keeps revolving and being constantly converted into cash and which in turn financed to acquire current assets. Thus the working capital is also known as revolving or circulating capital or short-term capital.

Concept of working capital

There are two concepts of working capital:

- Gross working capital
- Net working capital

Gross working capital:

In the broader sense, the term working capital refers to the gross working capital. The notion of the gross working capital refers to the capital invested in total current assets of the enterprise. Current assets are those assets, which in the ordinary course of business, can be converted into cash within a short period, normally one accounting year.

Examples of current assets:

- Cash in hand and bank balance
- Bills receivables or Accounts Receivables
- Sundry Debtors (less provision for bad debts)
- Short-term loans and advances.
- Inventories of stocks, such as:

- Raw materials
- Work – in process
- Stores and spares
- Finished goods
- Temporary Investments of surplus funds.
- Prepaid Expenses
- Accrued Incomes etc.

Net working capital:

In a narrow sense, the term working capital refers to the net working capital. Networking capital represents the excess of current assets over current liabilities.

Current liabilities are those liabilities, which are intended to be paid in the ordinary course of business within a short period, normally one accounting year out of the current assets or the income of the business. Net working capital may be positive or negative. When the current assets exceed the current liabilities net working capital is positive and the negative net working capital results when the liabilities are more than the current assets.

Examples of current liabilities:

- Bills payable
- Sundry Creditors or Accounts Payable.
- Accrued or Outstanding Expenses.
- Short term loans, advances and deposits.
- Dividends payable
- Bank overdraft
- Provision for taxation etc.

Classification or kinds of working capital

Working capital may be classified in two ways:

- On the basis of concept.
- On the basis of time permanency

On the basis of concept, working capital is classified as gross working capital and net working capital is discussed earlier. This classification is important from the point of view of the financial manager. On the basis of time, working capital may be classified as:

- Permanent or fixed working capital

- Temporary of variable working capital
- **Permanent or fixed working capital:** There is always a minimum level of current assets, which is continuously required by the enterprise to carry out its normal business operations and this minimum is known as permanent or fixed working capital. For example, every firm has to maintain a minimum level of raw materials, work in process; finished goods and cash balance to run the business operations smoothly and profitably. This minimum level of current assets is permanently blocked in current assets. As the business grows, the requirement of permanent working capital also increases due to the increases in current assets. The permanent working capital can further be classified into regular working capital and reserve working capital. Regular working capital is the minimum amount of working capital required to ensure circulation of current assets from cash to inventories, from inventories to receivables and from receivable to cash and so on. Reserve working capital is the excess amount over the requirement for regular working capital which may be provided for contingencies that may arise at unstated period such as strikes, rise in prices, depression etc.

Temporary or variable working capital: Temporary or variable working capital is the amount of working capital, which is required to meet the seasonal demands and some special exigencies. Thus the variable working capital can be further classified into seasonal working capital and special working capital. While seasonal working capital is required to meet certain seasonal demands, the special working capital is that part of working capital which is required to meet special exigencies such as launching of extensive marketing campaigns, for conducting research etc.

Temporary working capital differs from permanent working capital in the sense that it is required for short periods and cannot be permanently employed gainfully in the business. Figures given below illustrate the different between permanent and temporary working capital.

Importance of working capital

Working capital is referred to be the lifeblood and nerve center of a business. Working capital is as essential to maintain the smooth functioning of a business as blood circulation in a human body. No business can run successfully without an adequate amount of working capital. The main advantages of maintaining adequate amount of working capital are as follows:

- **Solvency of the business:** Adequate working capital helps in maintaining solvency of the business by providing uninterrupted flow of production.
- **Good will:** Sufficient working capital enables a business concern to make prompt payment and hence helps in creating and maintaining good will.
- **Easy loans:** A concern having adequate working capital, high solvency and good credit

standing can arrange loans from banks and others on easy and favorable terms.

- **Cash Discounts:** Adequate working capital also enables a concern to avail cash discounts on the purchases and hence it reduces costs.
- **Regular supply of raw materials:** Sufficient working capital ensures regular supply of raw materials and continuous production.
- **Regular payments of salaries wages and other day to day commitments:** A company which has ample working capital can make regular payment of salaries, wages and other day to day commitments which raises the morale of its employees, increases their efficiency, reduces wastage and cost and enhances production and profits.
- **Exploitation of favorable market conditions:** The concerns with adequate working capital only can exploit favorable market conditions such as purchasing its requirements in bulk when the prices are lower.
- **Ability to face crisis:** Adequate working capital enables a concern to face business crisis in emergencies.
- **Quick and regular return on Investments:** Every investor wants a quick and regular return on his investment. Sufficiency of working capital enables a concern to pay quick and regular dividends to its investors, as there may not be much pressure to plough back profits. This gains the confidence of its investors and creates a favorable market to raise additional funds in the future.
- **High morale:** Adequacy of working capital creates an environment of security, confidence, and high morale and creates overall efficiency in a business. Every business concern should have adequate working capital to run its business operations. It should have neither redundant excess working capital nor inadequate shortage of working capital. Both, excess as well as short working capital positions are bad for any business. However, out of the two, it is the inadequacy of working capital which is more dangerous from the point of view of the firm.

The need or objectives of working capital

The need for working capital arises mainly due to the time gap between production and realization of cash. The process of production and sale cannot be done instantaneously and hence the firm needs to hold the current assets to fill-up the time gaps. There are time gaps in purchase of raw materials and production; production and sales; and sales and realization of cash. The working capital is needed mainly for the following purposes:

- For the purchase of raw materials.
- To pay wages, salaries and other day-to-day expenses and overhead cost such as fuel, power and office expenses, etc.
- To meet the selling expenses such as packing, advertising, etc.
- To provide credit facilities to the customers and
- To maintain the inventories of raw materials, work-in-progress, stores and spares and

finishes stock etc.

Generally, the level of working capital needed depends upon the time gap (known as operating cycle) and the size of operations. Greater the size of the business unit generally, larger will be the requirements of working capital. The amount of working capital needed also goes on increasing with the growth and expansion of business. Similarly, the larger the operating cycle, the larger the requirement for working capital. There are many other factors, which influence the need of working capital in a business, and these are discussed below in the following pages.

Factors determining the working capital requirements

There are a large number of factors such as the nature and size of business, the character of their operations, the length of production cycle, the rate of stock turnover and the state of economic situation etc. that decide requirement of working capital. These factors have different importance and influence on firm differently. In general following factors generally influence the working capital requirements.

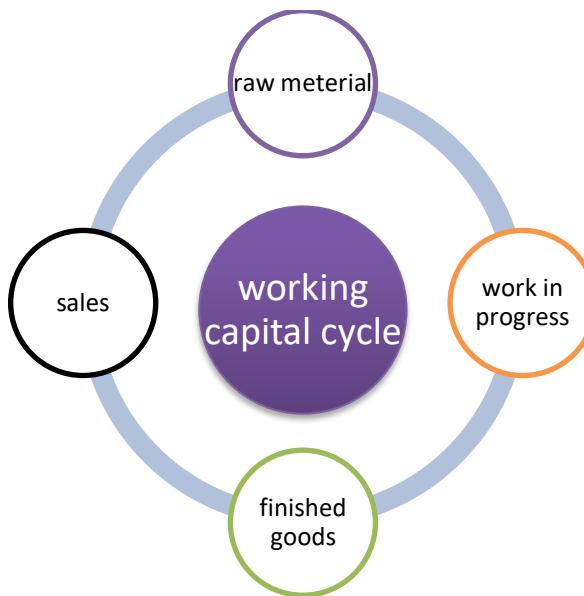
- **Nature or character of business:** The working capital requirements of a firm basically depend upon the nature of its business. Public utility undertakings like electricity, water supply and railways need very limited working capital as their sales are on cash and are engaged in provision of services only. On the other hand, trading firms require more investment in inventories, receivables and cash and such they need large amount of working capital. The manufacturing undertakings also require sizable working capital.
- **Size of business or scale of operations:** The working capital requirements of a concern are directly influenced by the size of its business, which may be measured in terms of scale of operations. Greater the size of a business unit, generally, larger will be the requirements of working capital. However, in some cases, even a smaller concern may need more working capital due to high overhead charges, inefficient use of available resources and other economic disadvantages of small size.
- **Production policy:** If the demand for a given product is subject to wide fluctuations due to seasonal variations, the requirements of working capital, in such cases, depend upon the production policy. The production could be kept either steady by accumulating inventories during slack periods with a view to meet high demand during the peak season or the production could be curtailed during the slack season and increased during the peak season. If the policy is to keep the production steady by accumulating inventories it will require higher working capital.
- **Manufacturing process/Length of production cycle:** In manufacturing business, the requirements of working capital will be in direct proportion to the length of manufacturing

process. Longer the process period of manufacture, larger is the amount of working capital required, as the raw materials and other supplies have to be carried for a longer period.

- **Seasonal variations:** If the raw material availability is seasonal, they have to be bought in bulk during the season to ensure an uninterrupted material for the production. A huge amount is, thus, blocked in the form of material inventories during such season, which give rise to more working capital requirements. Generally, during the busy season, a firm requires larger working capital than in the slack season.
- **Working capital cycle:** In a manufacturing concern, the working capital cycle starts with the purchase of raw material and ends with the realization of cash from the sale of finished products. This cycle involves purchase of raw materials and stores, its conversion into stocks of finished goods through work-in progress with progressive increment of labor and service costs, conversion of finished stock into sales, debtors and receivables and ultimately realization of cash. This cycle continues again from cash to purchase of raw materials and so on. In general the longer the operating cycle, the larger the requirement of working capital.
- **Credit policy:** The credit policy of a concern in its dealings with debtors and creditors influences considerably the requirements of working capital. A concern that purchases its requirements on credit requires lesser amount of working capital compared to the firm, which buys on cash. On the other hand, a concern allowing credit to its customers shall need larger amount of working capital compared to a firm selling only on cash.
- **Business cycles:** Business cycle refers to alternate expansion and contraction in general business activity. In a period of boom, i.e., when the business is prosperous, there is a need for larger amount of working capital due to increase in sales. On the contrary, in the times of depression, i.e., when there is a down swing of the cycle, the business contracts, sales decline, difficulties are faced in collection from debtors and firms may have to hold large amount of working capital.
- **Rate of growth of business:** The working capital requirements of a concern increase with the growth and expansion of its business activities. The retained profits may provide for a part of working capital but the fast growing concerns need larger amount of working capital than the amount of undistributed profits.

Working capital cycle:

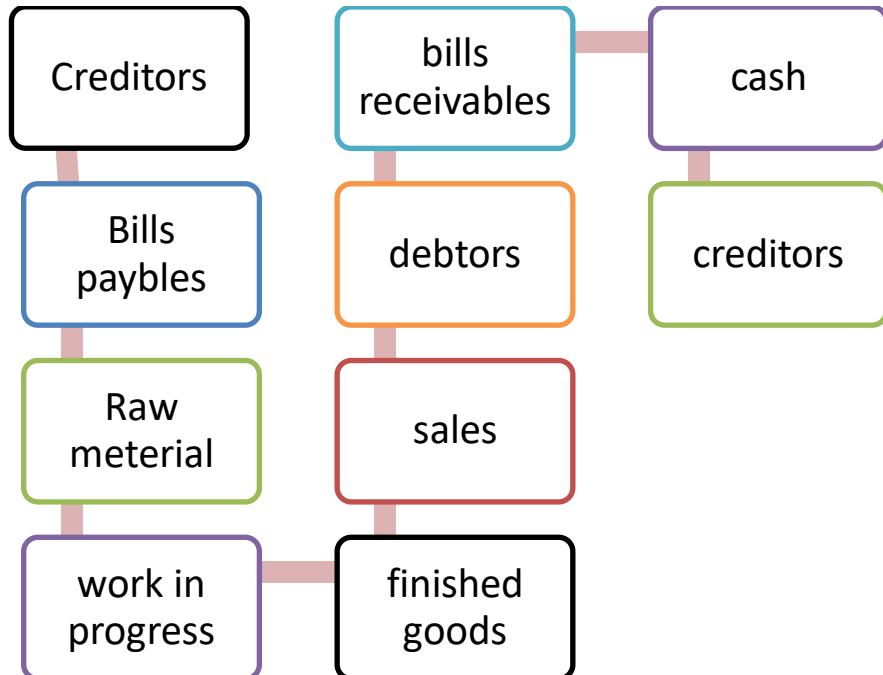
1. On cash basis:



There are three stages:

- Purchase raw material from suppliers on cash basis
- Transforming raw material into finished goods
- Sell the finished products to the customers on cash basis

2. On credit basis:



It involves:

1. Purchase raw material on credit basis from the suppliers. Suppliers are called creditors to the firm for that the firm needs to pay the bills after some time that are called bills payables.
2. Convert rawmaterial in to finished goods.

3. Sale the finished goods to the customer on credit base. Here the customers act as debtors to the firm. The firm needs to collect the amount from the customers these are called bills receivables.
4. After collecting the bills receivables the firm meets their bills payables to the creditors.

SOURCE OF FINANCE

In case of proprietorship business, the individual proprietor generally invests his own savings to start with, and may borrow money on his personal security or the security of his assets from others. Similarly, the capital of a partnership firm consists partly of funds contributed by the partners and partly of borrowed funds. But the company form of organization enables the promoters to raise necessary funds from the public who may contribute capital and become members (share holders) of the company. In course of its business, the company can raise loans directly from banks and financial institutions or by issue of securities (debentures) to the public. Besides, profits earned may also be reinvested instead of being distributed as dividend to the shareholders.

Thus for any business enterprise, there are two sources of finance, viz, funds contributed by owners and funds available from loans and credits. In other words the financial resources of a business may be own funds and borrowed funds.

Owner funds or ownership capital:

The ownership capital is also known as ‘risk capital’ because every business runs the risk of loss or low profits, and it is the owner who bears this risk. In the event of low profits they do not have adequate return on their investment. If losses continue the owners may be unable to recover even their original investment. However, in times of prosperity and in the case of a flourishing business the high level of profits earned accrues entirely to the owners of the business. Thus, after paying interest on loans at a fixed rate, the owners may enjoy a much higher rate of return on their investment. Owners contribute risk capital also in the hope that the value of the firm will appreciate as a result of higher earnings and growth in the size of the firm.

The second characteristic of this source of finance is that ownership capital remains permanently invested in the business. It is not refundable like loans or borrowed capital. Hence a large part of it is generally used for acquiring long – lived fixed assets and to finance a part of the working capital which is permanently required to hold a minimum level of stock of raw materials, a minimum amount of cash, etc.

Another characteristic of ownership capital related to the management of business. It is on the

basis of their contribution to equity capital that owners can exercise their right of control over the management of the firm. Managers cannot ignore the owners in the conduct of business affairs. The sole proprietor directly controls his own business. In a partnership firm, the active partner will take part in the management of business. A company is managed by directors who are elected by the members (shareholders).

Merits:

Arising out of its characteristics, the advantages of ownership capital may be briefly stated as follows:

- It provides risk capital
- It is a source of permanent capital
- It is the basis on which owners 'acquire their right of control over management'
- It does not require security of assets to be offered to raise ownership capital

Limitations:

There are also certain limitations of ownership capital as a source of finance. These are:

The amount of capital, which may be raised as owners fund depends on the number of persons, prepared to take the risks involved. In a partnership confer, a few persons cannot provide ownership capital beyond a certain limit and this limitation is more so in case of proprietary form of organization.

A joint stock company can raise large amount by issuing shares to the public. Bus it leads to an increased number of people having ownership interest and right of control over management. This may reduce the original investors' power of control over management. Being a permanent source of capital, ownership funds are not refundable as long as the company is in existence, even when the funds remain idle.

A company may find it difficult to raise additional ownership capital unless it has high profit-earning capacity or growth prospects. Issue of additional shares is also subject to so many legal and procedural restrictions.

Borrowed funds and borrowed capital:

It includes all funds available by way of loans or credit. Business firms raise loans for specified periods at fixed rates of interest. Thus borrowed funds may serve the purpose of long-term, medium-term or short-term finance. The borrowing is generally at against the security of assets from banks and financial institutions. A company to borrow the funds can also issue various

types of debentures.

Interest on such borrowed funds is payable at half yearly or yearly but the principal amount is being repaid only at the end of the period of loan. These interest and principal payments have to be met even if the earnings are low or there is loss. Lenders and creditors do not have any right of control over the management of the borrowing firm. But they can sue the firm in a law court if there is default in payment, interest or principal back.

Merits:

From the business point of view, borrowed capital has several merits.

- It does not affect the owner's control over management.
- Interest is treated as an expense, so it can be charged against income and amount of tax payable thereby reduced.
- The amount of borrowing and its timing can be adjusted according to convenience and needs, and
- It involves a fixed rate of interest to be paid even when profits are very high, thus owners may enjoy a much higher rate of return on investment than the lenders.

Limitations:

There are certain limitations, too in case of borrowed capacity. Payment of interest and repayment of loans cannot be avoided even if there is a loss. Default in meeting these obligations may create problems for the business and result in decline of its credit worthiness. Continuing default may even lead to insolvency of firm.

Secondly, it requires adequate security to be offered against loans. Moreover, high rates of interest may be charged if the firm's ability to repay the loan is uncertain.

Source of Company Finance

Based upon the time, the financial resources may be classified into (1) sources of long term (2) sources of short – term finance. Some of these sources also serve the purpose of medium – term finance.

I. The source of long – term finance is:

- Issue of shares

- Issue debentures
- Loan from financial institutions
- Retained profits and
- Public deposits

II. Sources of Short-term Finance are:

- Trade credit
- Bank loans and advances and
- Short-term loans from finance companies.

Sources of Long Term Finance

- **Issue of Shares:** The amount of capital decided to be raised from members of the public is divided into units of equal value. These units are known as share and the aggregate values of shares are known as share capital of the company. Those who subscribe to the share capital become members of the company and are called shareholders. They are the owners of the company. Hence shares are also described as ownership securities.
- **Issue of Preference Shares:** Preference share have three distinct characteristics. Preference shareholders have the right to claim dividend at a fixed rate, which is decided according to the terms of issue of shares. Moreover, the preference dividend is to be paid first out of the net profit. The balance, if any, can be distributed among other shareholders that is, equity shareholders. However, payment of dividend is not legally compulsory. Only when dividend is declared, preference shareholders have a prior claim over equity shareholders.

Preference shareholders also have the preferential right of claiming repayment of capital in the event of winding up of the company. Preference capital has to be repaid out of assets after meeting the loan obligations and claims of creditors but before any amount is repaid to equity shareholders.

Holders of preference shares enjoy certain privileges, which cannot be claimed by the equity shareholders. That is why; they cannot directly take part in matters, which may be discussed at the general meeting of shareholders, or in the election of directors.

Depending upon the terms of conditions of issue, different types of preference shares may be issued by a company to raises funds. Preference shares may be issued as:

- Cumulative or Non-cumulative

- Participating or Non-participating
- Redeemable or Non-redeemable, or as
- Convertible or non-convertible preference shares.

In the case of cumulative preference shares, the dividend unpaid if any in previous years gets accumulated until that is paid. No cumulative preference shares have any such provision.

Participatory shareholders are entitled to a further share in the surplus profits after a reasonable divided has been paid to equity shareholders. Non-participating preference shares do not enjoy such right. Redeemable preference shares are those, which are repaid after a specified period, where as the irredeemable preference shares are not repaid. However, the company can also redeem these shares after a specified period by giving notice as per the terms of issue. Convertible preference shows are those, which are entitled to be converted into equity shares after a specified period.

Merits:

Many companies due to the following reasons prefer issue of preference shares as a source of finance.

- It helps to enlarge the sources of funds.
- Some financial institutions and individuals prefer to invest in preference shares due to the assurance of a fixed return.
- Dividend is payable only when there are profits.
- It does not affect the equity shareholders' control over management

Limitations:

The limitations of preference shares relates to some of its main features:

- Dividend paid cannot be charged to the company's income as an expense; hence there is no tax saving as in the case of interest on loans.
- Even though payment of dividend is not legally compulsory, if it is not paid or arrears accumulate there is an adverse effect on the company's credit.
- Issue of preference share does not attract many investors, as the return is generally limited and not exceed the rates of interest on loan. On the other hand, there is a risk of no dividend being paid in the event of falling income.

1. Issue of Equity Shares: The most important source of raising long-term capital for a

company is the issue of equity shares. In the case of equity shares there is no promise to shareholders a fixed dividend. But if the company is successful and the level profits are high, equity shareholders enjoy very high returns on their investment. This feature is very attractive to many investors even though they run the risk of having no return if the profits are inadequate or there is loss. They have the right of control over the management of the company and their liability is limited to the value of shares held by them.

From the above it can be said that equity shares have three distinct characteristics:

- The holders of equity shares are the primary risk bearers. It is the issue of equity shares that mainly provides 'risk capital', unlike borrowed capital. Even compared with preference capital, equity shareholders are to bear ultimate risk.
- Equity shares enable much higher return to be earned by shareholders during prosperity because after meeting the preference dividend and interest on borrowed capital at a fixed rate, the entire surplus of profit goes to equity shareholders only.
- Holders of equity shares have the right of control over the company. Directors are elected on the vote of equity shareholders.

Merits:

From the company' point of view; there are several merits of issuing equity shares to raise long-term finance.

- It is a source of permanent capital without any commitment of a fixed return to the shareholders. The return on capital depends ultimately on the profitability of business.
- It facilitates a higher rate of return to be earned with the help borrowed funds. This is possible due to two reasons. Loans carry a relatively lower rate of interest than the average rate of return on total capital. Secondly, there is tax saving as interest paid can be charged to income as a expense before tax calculation.
- Assets are not required to give as security for raising equity capital. Thus additional funds can be raised as loan against the security of assets.

Limitations:

Although there are several advantages of issuing equity shares to raise long-term capital.

- The risks of fluctuating returns due to changes in the level of earnings of the company do not attract many people to subscribe to equity capital.
- The value of shares in the market also fluctuate with changes in business conditions, this is another risk, which many investors want to avoid.

2. Issue of Debentures:

When a company decides to raise loans from the public, the amount of loan is divided into units of equal. These units are known as debentures. A debenture is the instrument or certificate issued by a company to acknowledge its debt. Those who invest money in debentures are known as ‘debenture holders’. They are creditors of the company. Debentures are therefore called ‘creditor ship’ securities. The value of each debentures is generally fixed in multiples of 10 like Rs. 100 or Rs. 500, or Rs. 1000.

Debentures carry a fixed rate of interest, and generally are repayable after a certain period, which is specified at the time of issue. Depending upon the terms and conditions of issue there are different types of debentures. There are:

- Secured or unsecured Debentures and
- Convertible or Non convertible Debentures.

If debentures are issued on the security of all or some specific assets of the company, they are known as secured debentures. The assets are mortgaged in favor of the debenture holders. Debentures, which are not secured by a charge or mortgage of any assets, are called unsecured debentures. The holders of these debentures are treated as ordinary creditors.

Sometimes under the terms of issue debenture holders are given an option to convert their debentures into equity shares after a specified period. Or the terms of issue may lay down that the whole or part of the debentures will be automatically converted into equity shares of a specified price after a certain period. Such debentures are known as convertible debentures. If there is no mention of conversion at the time of issue, the debentures are regarded as non-convertible debentures.

Merits:

Debentures issue is a widely used method of raising long-term finance by companies, due to the following reasons.

- Interest payable on Debentures can be fixed at low rates than rate of return on equity shares. Thus Debentures issue is a cheaper source of finance.
- Interest paid can be deducted from income tax purpose; thereby the amount of tax payable is reduced.
- Funds raised for the issue of debentures may be used in business to earn a much higher rate of return than the rate of interest. As a result the equity shareholders earn more.
- Another advantage of debenture issue is that funds are available from investors who are not entitled to have any control over the management of the company.
- Companies often find it convenient to raise debenture capital from financial institutions, which prefer to invest in debentures rather than in shares. This is due to the assurance of a fixed return and repayment after a specified period.

Limitations:

Debenture issue as a source of finance has certain limitations too.

- It involves a fixed commitment to pay interest regularly even when the company has low earnings or incurring losses.
- Debentures issue may not be possible beyond a certain limit due to the inadequacy of assets to be offered as security.

Methods of Issuing Securities: The firm after deciding the amount to be raised and the type of securities to be issued, must adopt suitable methods to offer the securities to potential investors. There are four common methods followed by companies for the purpose.

When securities are offered to the general public a document known as Prospectus, or a notice, circular or advertisement is issued inviting the public to subscribe to the securities offered thereby all particulars about the company and the securities offered are made to the public. Brokers are appointed and one or more banks are authorized to collect subscription.

Sometimes the entire issue is subscribed by an organization known as Issue House, which in turn sells the securities to the public at a suitable time.

The company may negotiate with large investors of financial institutions who agree to take over the securities. This is known as 'Private Placement' of securities.

When an existing company decides to raise funds by issue of equity shares, it is required under law to offer the new shares to the existing shareholders. This is described as right issue of equity shares. But if the existing shareholders decline, the new shares can be offered to the public.

3. Loans from financial Institutions:

Government with the main object of promoting industrial development has set up a number of financial institutions. These institutions play an important role as sources of company finance. Besides they also assist companies to raise funds from other sources.

These institutions provide medium and long-term finance to industrial enterprises at a reasonable rate of interest. Thus companies may obtain direct loan from the financial institutions for expansion or modernization of existing manufacturing units or for starting a new unit.

Often, the financial institutions subscribe to the industrial debenture issue of companies some of the institutions (ICICI) and (IDBI) also subscribe to the share issued by companies.

All such institutions also underwrite the public issue of shares and debentures by companies. Underwriting is an agreement to take over the securities to the extent there is no public response to the issue. They may guarantee loans, which may be raised by companies from other sources.

Loans in foreign currency may also be granted for the import of machinery and equipment wherever necessary from these institutions, which stand guarantee for re-payments. Apart from the national level institutions mentioned above, there are a number of similar institutions set up in different states of India. The state-level financial institutions are known as State Financial Corporation, State Industrial Development Corporations, State Industrial Investment Corporation and the like. The objectives of these institutions are similar to those of the national-level institutions. But they are mainly concerned with the development of medium and small-scale industrial units. Thus, smaller companies depend on state level institutions as a source of medium and long-term finance for the expansion and modernization of their enterprise.

4. Retained Profits:

Successful companies do not distribute the whole of their profits as dividend to shareholders but reinvest a part of the profits. The amount of profit reinvested in the business of a company is known as retained profit. It is shown as reserve in the accounts. The surplus profits retained and reinvested may be regarded as an internal source of finance. Hence, this method of financing is known as self-financing. It is also called sloughing back of profits.

Since profits belong to the shareholders, the amount of retained profit is treated as ownership fund. It serves the purpose of medium and long-term finance. The total amount of ownership capital of a company can be determined by adding the share capital and accumulated reserves.

Merits:

This source of finance is considered to be better than other sources for the following reasons.

- As an internal source, it is more dependable than external sources. It is not necessary to consider investor's preference.
- Use of retained profit does not involve any cost to be incurred for raising the funds. Expenses on prospectus, advertising, etc, can be avoided.
- There is no fixed commitment to pay dividend on the profits reinvested. It is a part of risk capital like equity share capital.
- Control over the management of the company remains unaffected, as there is no addition to

the number of shareholder.

- It does not require the security of assets, which can be used for raising additional funds in the form of loan.

Limitations:

However, there are certain limitations on the part of retained profit.

- Only well established companies can be avail of this sources of finance. Even for such companies retained profits cannot be used to an unlimited extent.
- Accumulation of reserves often attract competition in the market,
- With the increased earnings, shareholders expect a high rate of dividend to be paid.
- Growth of companies through internal financing may attract government restrictions as it leads to concentration of economic power.

5. Public Deposits:

An important source of medium – term finance which companies make use of is public deposits. This requires advertisement to be issued inviting the general public of deposits. This requires advertisement to be issued inviting the general public to deposit their savings with the company. The period of deposit may extend up to three years. The rate of interest offered is generally higher than the interest on bank deposits. Against the deposit, the company mentioning the amount, rate of interest, time of repayment and such other information issues a receipt.

Since the public deposits are unsecured loans, profitable companies enjoying public confidence only can be able to attract public deposits. Even for such companies there are rules prescribed by government limited its use.

Sources of Short Term Finance

The major sources of short-term finance are discussed below:

- **Trade credit:** Trade credit is a common source of short-term finance available to all companies. It refers to the amount payable to the suppliers of raw materials, goods etc. after an agreed period, which is generally less than a year. It is customary for all business firms to allow credit facility to their customers in trade business. Thus, it is an automatic source of finance. With the increase in production and corresponding purchases, the amount due to the creditors also increases. Thereby part of the funds required for increased production is financed by the creditors. The more important advantages of trade credit as a source of short-term

finance are the following:

It is readily available according to the prevailing customs. There are no special efforts to be made to avail of it. Trade credit is a flexible source of finance. It can be easily adjusted to the changing needs for purchases.

Where there is an open account for any creditor failure to pay the amounts on time due to temporary difficulties does not involve any serious consequence Creditors often adjust the time of payment in view of continued dealings. It is an economical source of finance.

However, the liability on account of trade credit cannot be neglected. Payment has to be made regularly. If the company is required to accept a bill of exchange or to issue a promissory note against the credit, payment must be made on the maturity of the bill or note. It is a legal commitment and must be honored; otherwise legal action will follow to recover the dues.

- **Bank loans and advances:** Money advanced or granted as loan by commercial banks is known as bank credit. Companies generally secure bank credit to meet their current operating expenses. The most common forms are cash credit and overdraft facilities. Under the cash credit arrangement the maximum limit of credit is fixed in advance on the security of goods and materials in stock or against the personal security of directors. The total amount drawn is not to exceed the limit fixed. Interest is charged on the amount actually drawn and outstanding. During the period of credit, the company can draw, repay and again draw amounts within the maximum limit. In the case of overdraft, the company is allowed to overdraw its current account up to the sanctioned limit. This facility is also allowed either against personal security or the security of assets. Interest is charged on the amount actually overdrawn, not on the sanctioned limit.

The advantage of bank credit as a source of short-term finance is that the amount can be adjusted according to the changing needs of finance. The rate of interest on bank credit is fairly high. But the burden is no excessive because it is used for short periods and is compensated by profitable use of the funds.

Commercial banks also advance money by discounting bills of exchange. A company having sold goods on credit may draw bills of exchange on the customers for their acceptance. A bill is an order in writing requiring the customer to pay the specified amount after a certain period (say 60 days or 90 days). After acceptance of the bill, the company can draw the amount as an advance from many commercial banks on payment of a discount. The amount of discount, which is equal to the interest for the period of the bill, and the balance, is available to the company. Bill discounting is thus another source of short-term finance available from the commercial banks.

- **Short term loans from finance companies:** Short-term funds may be available from finance companies on the security of assets. Some finance companies also provide funds according to the value of bills receivable or amount due from the customers of the borrowing company, which they take over.

CAPITAL BUDGETING

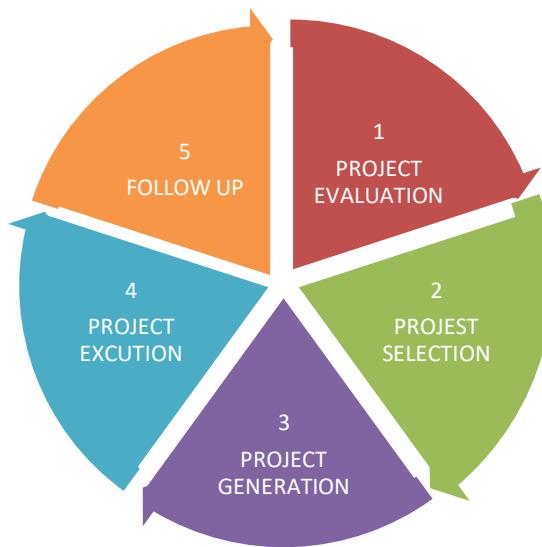
Capital Budgeting: Capital budgeting is the process of making investment decision in long-term assets or courses of action. Capital expenditure incurred today is expected to bring its benefits over a period of time. These expenditures are related to the acquisition & improvement of fixes assets.

Capital budgeting is the planning of expenditure and the benefit, which spread over a number of years. It is the process of deciding whether or not to invest in a particular project, as the investment possibilities may not be rewarding. The manager has to choose a project, which gives a rate of return, which is more than the cost of financing the project. For this the manager has to evaluate the worth of the projects in-terms of cost and benefits. The benefits are the expected cash inflows from the project, which are discounted against a standard, generally the cost of capital.

Capital Budgeting Process:

The capital budgeting process involves generation of investment, proposal estimation of cash-flows for the proposals, evaluation of cash-flows, selection of projects based on acceptance criterion and finally the continues revaluation of investment after their acceptance the steps involved in capital budgeting process are as follows.

- Project generation
- Project evaluation
- Project selection
- Project execution
- Follow up



1. Project generation: In the project generation, the company has to identify the proposal to be undertaken depending upon its future plans of activity. After identification of the proposals they can be grouped according to the following categories:

- **Replacement of equipment:** In this case the existing outdated equipment and machinery may be replaced by purchasing new and modern equipment.
- **Expansion:** The Company can go for increasing additional capacity in the existing product line by purchasing additional equipment.
- **Diversification:** The Company can diversify its product line by way of producing various products and entering into different markets. For this purpose, It has to acquire the fixed assets to enable producing new products.
- **Research and Development:** Where the company can go for installation of research and development suing by incurring heavy expenditure with a view to innovate new methods of production new products etc.,

2. Project evaluation: In involves two steps.

- **Estimation of benefits and costs:** These must be measured in terms of cash flows. Benefits to be received are measured in terms of cash flows, and costs to be incurred are measured in terms of cash flows.
- Selection of an appropriate criterion to judge the desirability of the project.

3. Project selection: There is no standard administrative procedure for approving the investment decisions. The screening and selection procedure would differ from firm to firm. Due to lot of importance of capital budgeting decision, the final approval of the project may

generally rest on the top management of the company. However the proposals are scrutinized at multiple levels. Sometimes top management may delegate authority to approve certain types of investment proposals. The top management may do so by limiting the amount of cash outlay. Prescribing the selection criteria and holding the lower management levels accountable for the results.

4. Project Execution: In the project execution the top management or the project execution committee is responsible for effective utilization of funds allocated for the projects. It must see that the funds are spent in accordance with the appropriation made in the capital budgeting plan. The funds for the purpose of the project execution must be spent only after obtaining the approval of the finance controller. Further to have an effective cont. It is necessary to prepare monthly budget reports to show clearly the total amount appropriated, amount spent and to amount unspent.

Capital budgeting Techniques

The capital budgeting appraisal methods are techniques of evaluation of investment proposal will help the company to decide upon the desirability of an investment proposal depending upon their; relative income generating capacity and rank them in order of their desirability. These methods provide the company a set of norms on the basis of which either it has to accept or reject the investment proposal. The most widely accepted techniques used in estimating the cost-returns of investment projects can be grouped under two categories.

- Traditional methods
- Discounted Cash flow methods

1. Traditional methods

These methods are based on the principles to determine the desirability of an investment project on the basis of its useful life and expected returns. These methods depend upon the accounting information available from the books of accounts of the company. These will not take into account the concept of ‘time value of money’, which is a significant factor to determine the desirability of a project in terms of present value.

A. Pay-back period method: It is the most popular and widely recognized traditional method of evaluating the investment proposals. It can be defined, as ‘the number of years required to recover the original cash out lay invested in a project’.

According to Weston & Brigham, “The payback period is the number of years it takes the firm

to recover its original investment by net returns before depreciation, but after taxes”.

According to James. C. Vanhorne, “The payback period is the number of years required to recover initial cash investment.

The payback period is also called payout or payoff period. This period is calculated by dividing the cost of the project by the annual earnings after tax but before depreciation under this method the projects are ranked on the basis of the length of the payback period. A project with the shortest payback period will be given the highest rank and taken as the best investment. The shorter the payback period, the less risky the investment is the formula for payback period is

$$\text{Pay-back period} = \frac{\text{Cash outlay (or) original cost of project}}{\text{Annual cash inflow}}$$

Merits:

1. It is one of the earliest methods of evaluating the investment projects.
2. It is simple to understand and to compute.
- It does not involve any cost for computation of the payback period
- It is one of the widely used methods in small scale industry sector
- It can be computed on the basis of accounting information available from the books.

Demerits:

- This method fails to take into account the cash flows received by the company after the payback period.
- It doesn't take into account the interest factor involved in an investment outlay.
- It doesn't take into account the interest factor involved in an investment outlay.
- It is not consistent with the objective of maximizing the market value of the company's share.
- It fails to consider the pattern of cash inflows i. e., the magnitude and timing of cash inflows.

B. Accounting (or) Average rate of return method (ARR):

It is an accounting method, which uses the accounting information repeated by the financial statements to measure the probability of an investment proposal. It can be determined by

dividing the average income after taxes by the average investment i.e., the average book value after depreciation.

According to 'Soloman', accounting rate of return on an investment can be calculated as the ratio of accounting net income to the initial investment, i.e.,

$$\text{ARR} = \frac{\text{Average net income after taxes}}{\text{Average Investment}} \times 100$$

$$\text{Average net income after taxes} = \frac{\text{Total Income after Taxes}}{\text{No. Of Years}}$$

$$\text{Average investment} = \frac{\text{Total Investment}}{2}$$

On the basis of this method, the company can select all those projects whose ARR is higher than the minimum rate established by the company. It can reject the projects with an ARR lower than the expected rate of return. This method can also help the management to rank the proposal on the basis of ARR. A highest rank will be given to a project with highest ARR, where as a lowest rank to a project with lowest ARR.

Merits:

- It is very simple to understand and calculate.
- It can be readily computed with the help of the available accounting data.
- It uses the entire stream of earning to calculate the ARR.

Demerits:

- It is not based on cash flows generated by a project.
- This method does not consider the objective of wealth maximization
- IT ignores the length of the projects useful life.
- It does not take into account the fact that the profits can be re-invested.

II: Discounted cash flow methods:

The traditional method does not take into consideration the time value of money. They give equal weight age to the present and future flow of incomes. The DCF methods are based on the concept that a rupee earned today is more worth than a rupee earned tomorrow. These methods take into consideration the profitability and also time value of money.

A. Net present value method (NPV)

The NPV takes into consideration the time value of money. The cash flows of different years are valued differently and made comparable in terms of present values for this the net cash inflows of various period are discounted using required rate of return which is predetermined.

According to Ezra Solomon, “It is a present value of future returns, discounted at the required rate of return minus the present value of the cost of the investment.”

NPV is the difference between the present value of cash inflows of a project and the initial cost of the project.

According to the NPV technique, only one project will be selected whose NPV is positive or above zero. If a project(s) NPV is less than ‘Zero’. It gives negative NPV hence. It must be rejected. If there is more than one project with positive NPV’s the project is selected whose NPV is the highest.

The formula for NPV is

NPV= Present value of cash inflows – investment.

$$\text{NPV} = \frac{\text{CF1}}{(1+K)^1} + \frac{\text{CF2}}{(1+K)^2} + \frac{\text{CF3}}{(1+K)^3} + \dots + \frac{\text{CFn}}{(1+K)^n} - \text{Co}$$

Co- investment

CF1, CF2, CF3... CFn = cash inflows in different years.

K= Cost of the Capital (or) Discounting rate

n= No. of Years.

Merits:

- It recognizes the time value of money.

- It is based on the entire cash flows generated during the useful life of the asset.
- It is consistent with the objective of maximization of wealth of the owners.
- The ranking of projects is independent of the discount rate used for determining the present value.

Demerits:

- It is different to understand and use.
- The NPV is calculated by using the cost of capital as a discount rate. But the concept of cost of capital. If self is difficult to understood and determine.
- It does not give solutions when the comparable projects are involved in different amounts of investment.
- It does not give correct answer to a question whether alternative projects or limited funds are available with unequal lines.

B. Internal Rate of Return Method (IRR)

The IRR for an investment proposal is that discount rate which equates the present value of cash inflows with the present value of cash out flows of an investment. The IRR is also known as cutoff or handle rate. It is usually the concern's cost of capital.

According to Weston and Brigham “The internal rate is the interest rate that equates the present value of the expected future receipts to the cost of the investment outlay.

When compared the IRR with the required rate of return (RRR), if the IRR is more than RRR then the project is accepted else rejected. In case of more than one project with IRR more than RRR, the one, which gives the highest IRR, is selected.

The IRR is not a predetermine rate, rather it is to be trial and error method. It implies that one has to start with a discounting rate to calculate the present value of cash inflows. If the obtained present value is higher than the initial cost of the project one has to try with a higher rate. Likewise if the present value of expected cash inflows obtained is lower than the present value of cash flow. Lower rate is to be taken up. The process is continued till the net present value becomes Zero. As this discount rate is determined internally, this method is called internal rate of return method.

$$\text{IRR} = \frac{\text{LDPV}-\text{OI}}{\text{LDPV}-\text{HDPV}}$$

$$\text{IRR} = \text{LDF}\% + \Delta\text{DF} X \text{-----}$$

LDF- Lower discount rate

ΔDF – change in discount factor

LDPV - Present value of cash inflows at lower rate.

HDPV - Present value of cash inflows at higher rate.

OI- Original investment

Merits:

- It consider the time value of money
- It takes into account the cash flows over the entire useful life of the asset.
- It has a psychological appear to the user because when the highest rate of return projects are selected, it satisfies the investors in terms of the rate of return on capital
- It always suggests accepting to projects with maximum rate of return.
- It is inconformity with the firm's objective of maximum owner's welfare.

Demerits:

- It is very difficult to understand and use.
- It involves a very complicated computational work.
- It may not give unique answer in all situations.

Important questions

1. Define capital and explain the need and significance of capital.
2. What are the types of working capital and explain the factors that affect working capital?
3. What are the different sources of company finance?
4. Explain the methods of capital budgeting.
5. Problems on a.)Payback period b.)ARR c.) NPV d.) IRR